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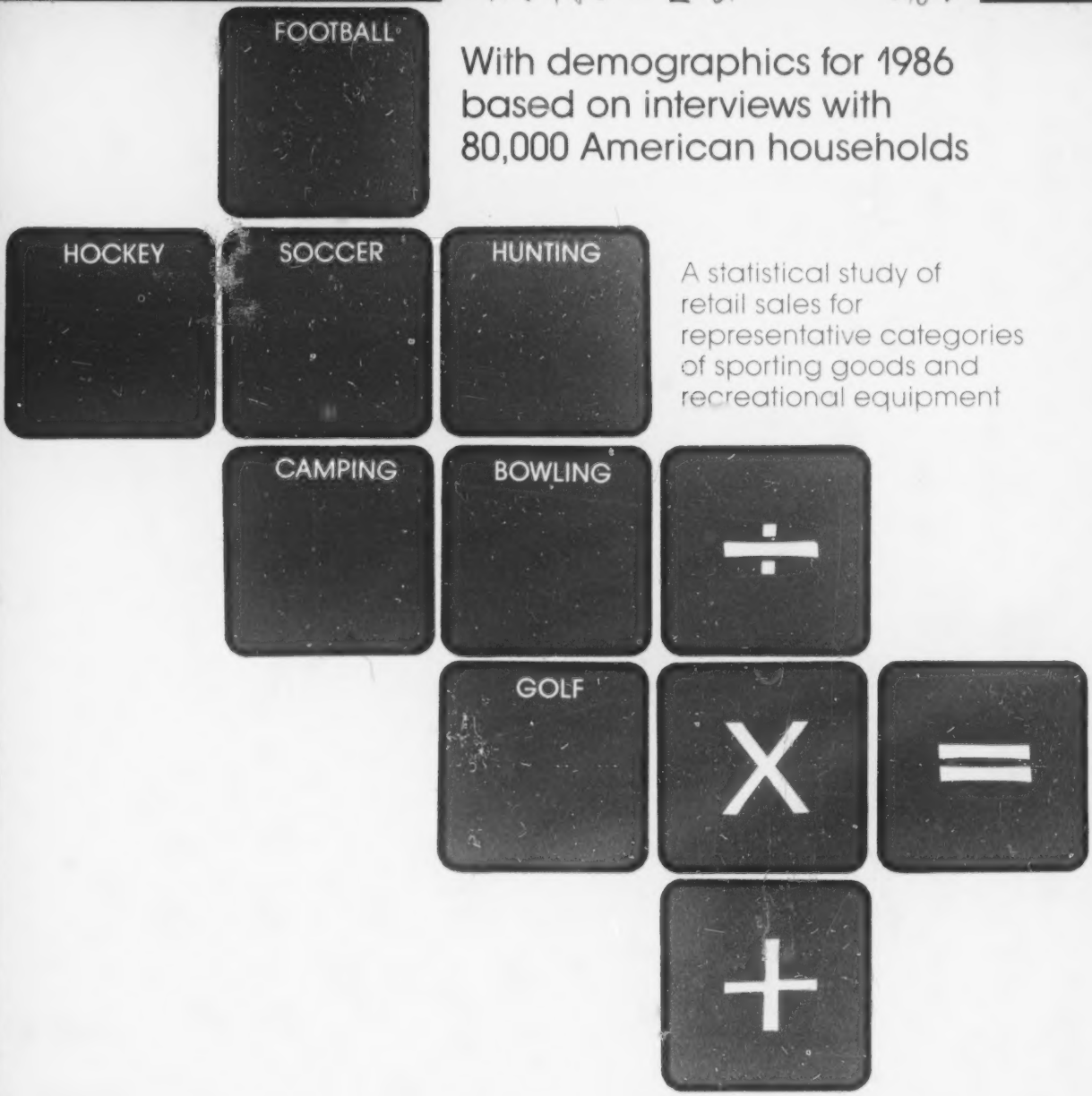

With demographics for 1986 based on interviews with 80,000 American households

A statistical study of retail sales for representative categories of sporting goods and recreational equipment

The Sporting Goods Market in 1987

ISSN: 0193-8401

NSGA National Sporting Goods Association
1699 Wall St., Mt. Prospect, IL 60056

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Price $115.00

Prepared for the

NATIONAL SPORTING GOODS ASSOCIATION
1699 Wall St., Mt. Prospect, Illinois 60056
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ISSN: 0193-8401

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INTRODUCTION

The survey procedure used for this report is similar to that used to project 1973-1985 consumer purchases. The basic consistency in methodology provides a sound basis for comparing overall purchase statistics. Future reports will continue to be based on similar consumer surveys so as to permit an analysis of trends.

This report presents projections of 1986 consumer purchases from a survey of 80,000 households. Most fall/winter items are based on purchases during the calendar year. Most spring/summer products are based on purchases during the 1986 season (October 1985-September 1986). Projections of 1980-1986 sales were based on all U.S. households. In 1986, there were 88.5 million households. Before 1980, the consumer panel included only family households. Projections of 1979 and earlier were based on family households which totalled 58 million in 1979.

The large panel was divided into four representative samples of 20,000 households each so that a maximum number of individual sporting goods products could be included in the survey. In total, 51 products were included in the study. Replies were received from approximately 69% of the sample.

The Sport & Athletic Clothing category represents our effort to more fully represent soft goods sales. While it does not include all athletic clothing bought by consumers, it does indicate year-to-year sales trends for key products in this growing category. Before 1981, surveys had reported only ski-wear, golf and tennis clothing, and warm-up suits.

Estimates of retail sales are shown for some products which were not included in the survey. These estimates are based on reliable published statistics where available. In other cases reliance was placed on knowledgeable industry sources.

In addition to the consumer survey, this report presents projections of Athletic Goods Team Sales prepared by the National Sporting Goods Association.

The data showing percent of units purchased in each type of outlet is based only on the most recent purchase. The percentages are indicative of the relative unit sales by outlet type, but they do not represent the actual percent of units sold by each type.

The consumer survey questionnaire responses contain a substantial amount of detail not shown in this report. For example, the data contains brand share statistics and the percent distribution of purchases by price point. This information is available from the National Sporting Goods Association at a cost of $325 per product, with discounts for multiple report purchases. Also, the fact that we have identified recent purchasers of 51 different products means that follow-up studies among recent owners can easily be done on specific products. To obtain further market research information, contact either the National Sporting Goods Association or Irwin Broh & Associates.

The consumer panel used in this study is maintained by National Family Opinion, Inc., operator of the largest consumer panel in the U.S. with almost 200,000 households. The panels are balanced to parallel the actual household distribution as reported by the U.S. Bureau of the Census, in five important characteristics: census region, income, household size, age of head, and population density. For example, 5.4% of the U.S. households live in New England, and 5.4% of the panel households live in New England.

The footnotes used in this report are explained below:

(a) Estimated for 1985. Not included in 1985 consumer survey.
(b) Estimated for 1986. Not included in 1986 consumer survey.
(c) 1976-79 projections were based on family households.
(e) Estimated. Not included in consumer survey for that year.
N.A. Not available.
* Respondent base too small for meaningful calculation.

PROJECTED SALES OF SPORTING GOODS
(IN MILLIONS)

	1985	1986	1987 Forecast	Percent Increase 1987 vs. 1986
Athletic & Sport Clothing				
Athletic Socks	$ 412.3	$ 453.5	$ 494.0	9%
Bathing Suits	694.5	771.9	810.0	5
Golf Clothing	216.4	235.9	250.0	6
Leotards/Body Suits	144.0	142.3	142.0	-
Parkas - Down/Fiber Filled	224.3	224.3	233.0	4
Shorts - Elastic Waist	210.1	210.1	212.0	1
Skiwear	303.1	280.4	306.0	9
Sweat Pants	298.9	343.8	361.0	5
Sweatshirts/Tops	436.2	506.0	541.0	7
Tennis Clothing	138.2	128.4	132.0	3
Vests - Down/Fiber Filled	153.9	144.7	145.0	-
Warm-up Suits	564.2	490.1	490.0	-
	$3,796.1	$3,931.4	$4,116.0	5%
Athletic & Sport Footwear				
Aerobic Shoes	$ 177.5	$ 332.8	$ 383.0	15%
Baseball/Softball Shoes	102.8	95.8	100.0	4
Basketball Shoes	185.4	186.8	200.0	7
Bowling Shoes	32.5	34.4	35.0	3
Football Shoes	40.0	40.0	41.0	2
Golf Shoes	109.1	120.0	138.0	15
Gym Shoes/Sneakers	655.5	585.8	598.0	2
Hiking Shoes/Boots	97.6	120.6	130.0	8
Hunting Boots	67.0	67.0	68.0	1
Jogging/Running Shoes	572.0	545.2	545.0	-
Racquetball Shoes	32.9	31.3	31.0	-
Soccer Shoes	67.6	72.5	76.0	5
Tennis Shoes	469.7	447.7	470.0	5
Walking Shoes	263.2	368.4	413.0	12
Workout/Fitness Shoes	116.0	150.7	166.0	10
	$2,988.8	$3,199.0	$3,394.0	6%
Athletic & Sport Equipment				
Archery	$ 212.6	$ 213.8	$ 229.0	7%
Baseball & Softball	176.0	180.1	187.0	4
Basketball	77.8	90.8	97.0	7
Billiards	116.6	116.6	119.0	2
Bowling Accessories	106.0	113.7	119.0	5

PROJECTED SALES OF SPORTING GOODS
(IN MILLIONS)

	1985	1986	1987 Forecast	Percent Increase 1987 vs. 1986
Athletic & Sport Equipment-Cont.				
Camping	$ 736.7	$ 832.5	$ 899.0	8%
Exercise	1,216.4	1,206.3	1,146.0	-5
Firearms & Hunting	1,698.8	1,675.3	1,675.0	-
Fishing Tackle	680.7	773.3	827.0	7
Football	53.5	54.6	56.0	3
Golf	746.4	828.2	878.0	6
Ice Skates & Hockey	90.4	88.0	88.0	-
Optics	308.9	358.3	376.0	5
Racquetball	64.5	61.1	61.0	-
Roller Skates	40.0	41.2	42.0	3
Skateboards	112.3	124.7	125.0	-
Skin Diving & Scuba Gear	78.0	81.9	87.0	6
Snow Skiing				
Downhill	462.5	498.5	543.0	9
Cross-Country	130.5	123.3	133.0	8
Soccer	27.7	29.1	32.0	10
Table Tennis	29.0	30.5	31.0	2
Tennis	273.4	259.5	272.0	5
Volleyballs & Badminton Sets	27.8	27.8	29.0	3
Water Skis	125.0	131.3	138.0	5
Athletic Goods Team Sales	1,477.4	1,536.5	1,583.0	3
Total Equipment	$ 9,068.9	$ 9,476.9	$ 9,772.0	3%
Sub-total	$15,853.8	$16,607.3	$17,282.0	4%
Recreational Transport**				
Bicycles & Supplies	$2,109.0	$2,518.0	$2,559.0	2%
Pleasure Boats, Motors & Accessories	6,730.0*	7,372.0	7,741.0	5
Recreational Vehicles	3,717.0*	3,940.0	4,491.0	14
Snowmobiles	162.0	177.0	190.0	8
Total Recreational Transport	$12,718.0	$14,007.0	$14,981.0	7%
Total All Products	$28,571.8	$30,614.3	$32,263.0	5%

* Revised
** Sales and forecasts were provided by industry associations.

ATHLETIC AND SPORT CLOTHING

1986 CONSUMER PURCHASES (in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1985 Units	Percent Change vs. 1985 Dollars	
Athletic Socks			$ 453,500		10%	(a)(b)
Bathing Suits	32,889	$23.47	771,905	5%	11	
Golf Clothing			235,900		9	(b)
Leotards/Body Suits	7,285	19.53	142,276	(14)	(1)	
Parkas (down & fiber filled)			224,300		-	(a)(b)
Shorts (elastic-waist)			210,100		-	(a)(b)
Skiwear			280,400		(7)	
Sweat Pants	27,413	12.54	343,759		15	(a)
Sweatshirts/Tops	37,017	13.67	506,022		16	(a)
Tennis Clothing			128,428		(7)	(a)
Vests (down & fiber filled)			144,700		(6)	(a)(b)
Warm-up Suits	14,382	34.08	490,139	(18)	(13)	
Total			$3,931,429		4%	

Note: 1985 sales projections for sweatshirts/tops have been revised.

BATHING SUITS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	5.6	$22.04
Specialty Sport Shops	5.5	33.55
Pro Shops	0.2	*
Discount Stores	19.2	14.46
Department Stores	55.0	25.66
Mail Order	5.0	25.24
Catalog Showroom	0.3	*
Other Outlets	9.2	23.25
Total	100.0	$23.47

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars	
1976	N.A.	N.A.	
1977	N.A.	N.A.	
1978	N.A.	N.A.	
1979	N.A.	N.A.	
1980	N.A.	781.8	(e)
1981	43.2	860.0	
1982	34.0	709.3	
1983	35.3	765.7	
1984	32.4	704.4	
1985	31.3	694.5	
1986	32.9	771.9	

ATHLETIC AND SPORT CLOTHING

LEOTARDS/BODY SUITS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	7.4	*
Specialty Sport Shops	12.0	$25.88
Pro Shops	1.9	*
Discount Stores	22.7	14.12
Department Stores	37.5	18.14
Mail Order	7.4	*
Catalog Showroom	0.5	*
Other Outlets	10.6	21.43
Total	100.0	$19.53

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	96.6 (e)
1983	8.9	120.8
1984	N.A.	108.8 (e)
1985	8.5	144.0
1986	7.3	142.3

SKIWEAR

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Dollars	Average Annual Expenditure
Sporting Goods Stores	43.5	$127.05
Specialty Sport Shops	31.2	141.43
Pro Shops	3.8	*
Discount Stores	4.2	*
Department Stores	10.0	52.54
Mail Order	2.3	*
Catalog Showroom	0.4	*
Other Outlets	4.6	*
Total	100.0	$116.75

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976		138.3 (c)(e)
1977		172.9 (c)(e)
1978		207.5 (c)
1979		203.0 (c)
1980		271.2
1981		257.7
1982		231.9
1983		263.1
1984		285.9
1985		303.1
1986		280.4

ATHLETIC AND SPORT CLOTHING

TENNIS CLOTHING

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Dollars	Average Annual Expenditure
Sporting Goods Stores	24.7	$ 71.00
Specialty Sport Shops	18.3	96.28
Pro Shops	9.2	129.25
Discount Stores	14.7	41.56
Department Stores	21.6	47.83
Mail Order	6.0	*
Catalog Showroom	0.9	*
Other Outlets	4.6	*
Total	100.0	$ 68.13

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976		N.A.
1977		N.A.
1978		N.A.
1979		103.0 (c)
1980		150.0
1981		150.1
1982		109.0
1983		114.8
1984		135.5
1985		138.2 (e)
1986		128.4

WARM-UP SUITS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	12.2	$45.78
Specialty Sport Shops	6.4	59.37
Pro Shops	0.8	*
Discount Stores	27.5	24.34
Department Stores	42.7	31.46
Mail Order	3.4	33.05
Catalog Showroom	0.9	*
Other Outlets	6.1	36.28
Total	100.0	$34.08

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	6.5	132.8 (c)
1977	11.4	236.1 (c)
1978	7.5	168.8 (c)
1979	7.4	188.8 (c)
1980	11.8	355.0
1981	13.1	352.2
1982	15.8	448.9
1983	21.0	631.7
1984	21.7	700.1
1985	17.6	564.2
1986	14.4	490.1

ATHLETIC AND SPORT CLOTHING

SWEAT PANTS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	10.8	$16.31
Specialty Sport Shops	4.0	15.63
Pro Shops	0.3	*
Discount Stores	37.0	10.48
Department Stores	35.8	12.94
Mail Order	3.0	14.18
Catalog Showroom	0.5	*
Other Outlets	8.6	12.47
Total	100.0	$12.54

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	N.A.
1983	N.A.	N.A.
1984	N.A.	N.A.
1985	N.A.	298.9 (e)
1986	27.4	343.8

SWEATSHIRTS/TOPS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Dollars	Average Price
Sporting Goods Stores	9.7	$16.36
Specialty Sport Shops	5.3	18.79
Pro Shops	0.7	*
Discount Stores	32.9	11.62
Department Stores	36.1	13.59
Mail Order	3.6	15.48
Catalog Showroom	0.4	*
Other Outlets	11.3	14.69
Total	100.0	$13.67

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	153.2 (e)
1981	18.7	191.5
1982	N.A.	212.6 (e)
1983	20.1	261.0
1984	N.A.	300.2 (e)
1985	N.A.	436.2 (e)
1986	37.0	506.0

ATHLETIC AND SPORT FOOTWEAR

1986 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1985 Units	Percent Change vs. 1985 Dollars	
Aerobic Shoes	10,804	$30.80	$ 332,763	85%	88%	
Baseball/Softball	3,844	24.93	95,831	(3)	(7)	
Basketball Shoes*	5,351	34.90	186,750	(4)	1	
Bowling Shoes	1,324	26.02	34,450		6	(a)
Football Shoes			40,000		-	(a)(b)
Golf Shoes			120,000		10	(b)
Gym Shoes/Sneakers**	26,933	21.75	585,793	(10)	(11)	
Hiking Shoes/Boots	2,836	42.51	120,558	17	24	
Hunting Boots			67,000		-	(a)(b)
Jogging/Running	17,123	31.84	545,196	(3)	(5)	
Racquetball Shoes			31,265		(5)	(b)
Soccer Shoes	3,158	22.95	72,476	9	7	
Tennis Shoes	17,648	25.37	447,730	(6)	(5)	
Walking Shoes**	11,233	32.80	368,442		40	(a)
Workout/Fitness	4,687	32.16	150,734		30	(a)
Total			$3,198,988		7%	

* This category is significantly understated; it is likely many consumers record such purchases as "gym shoes".

** This category is based on consumer perception and may include footwear more accurately placed in other footwear categories.

AEROBIC SHOES

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	16.9	$36.41
Specialty Athletic Footwear Stores	18.7	38.14
Specialty Sport Shops	2.2	35.38
Pro Shops	0.3	*
Discount Stores	21.7	20.22
Department Stores	28.3	31.54
Mail Order	2.9	31.64
Catalog Showroom	0.3	*
Other Outlets	8.7	26.38
Total	100.0	$30.80

1976-1986 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	N.A.	N.A.	
1977	N.A.	N.A.	
1978	N.A.	N.A.	
1979	N.A.	N.A.	
1980	N.A.	N.A.	
1981	N.A.	N.A.	
1982	N.A.	9.7	(e)
1983	1.1	29.3	
1984	1.9	53.9	
1985	5.8	177.5	
1986	10.8	332.8	

ATHLETIC AND SPORT FOOTWEAR

BASEBALL/SOFTBALL SHOES

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	36.2	$28.68
Specialty Athletic Footwear Stores	12.8	29.63
Specialty Sport Shops	4.4	*
Pro Shops	0.7	*
Discount Stores	27.8	17.91
Department Stores	10.3	24.18
Mail Order	0.4	*
Catalog Showroom	0.4	*
Other Outlets	7.0	*
Total	100.0	$24.93

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	2.5	32.1 (c)
1977	2.8	38.2 (c)
1978	3.1	43.8 (c)
1979	2.7	45.0 (c)
1980	3.1	56.2
1981	2.7	57.6
1982	2.3	47.9
1983	3.2	65.9
1984	3.7	87.0
1985	4.0	102.9
1986	3.8	95.8

BASKETBALL SHOES

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	26.9	$39.35
Specialty Athletic Footwear Stores	22.6	42.74
Specialty Sport Shops	3.1	*
Pro Shops	0.6	*
Discount Stores	17.4	24.28
Department Stores	14.1	33.33
Mail Order	.6	*
Catalog Showroom	--	--
Other Outlets	14.7	26.33
Total	100.0	$34.[illegible]0

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	4.7	75.1 (c)
1977	5.0	83.6 (c)
1978	4.8	97.6 (c)
1979	5.2	118.7 (c)
1980	3.4	85.8
1981	2.9	80.3
1982	2.8	80.5
1983	4.0	119.2
1984	4.9	158.5
1985	5.6	185.4
1986	5.4	186.8

ATHLETIC AND SPORT FOOTWEAR

BOWLING SHOES

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	15.6	$25.73
Specialty Sport Shops	9.0	*
Pro Shops	27.5	32.80
Discount Stores	35.3	20.49
Department Stores	5.4	*
Mail Order	--	--
Catalog Showroom	--	--
Other Outlet	7.2	*
Total	100.0	$26.02

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.6	24.0 (c)
1977	1.7	26.3 (c)
1978	1.7	27.8 (c)
1979	1.8	32.6 (c)
1980	N.A.	32.6 (e)
1981	N.A.	33.0 (e)
1982	N.A.	32.0 (e)
1983	N.A.	33.6 (e)
1984	N.A.	33.9 (e)
1985	N.A.	32.5 (e)
1986	1.3	34.5

GYM SHOES/SNEAKERS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	11.1	$31.56
Specialty Athletic Footwear Store	8.8	30.35
Specialty Sport Shops	2.0	39.10
Pro Shops	0.8	*
Discount Stores	34.6	15.31
Department Stores	23.8	21.97
Mail Order	1.2	*
Catalog Showroom	0.1	*
Other Outlets	17.6	20.54
Total	100.0	$21.75

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	465.0 (c)(e)
1978	42.1	511.9 (c)
1979	36.2	506.4 (c)
1980	29.4	464.9
1981	34.1	616.4
1982	33.5	658.8
1983	31.7	639.1
1984	32.1	669.3
1985	30.0	655.5
1986	26.9	585.8

ATHLETIC AND SPORT FOOTWEAR

HIKING SHOES/BOOTS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	13.2	$51.97
Specialty Athletic Footwear Stores	5.3	*
Specialty Sport Shops	7.0	*
Pro Shops	1.8	*
Discount Stores	25.0	29.96
Department Stores	17.1	40.44
Mail Order	12.7	49.93
Catalog Showroom	0.4	*
Other Outlets	17.5	40.90
Total	100.0	$42.51

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars	
1976	N.A.	46.0	(c)(e)
1977	1.5	50.4	(c)
1978	1.2	44.4	(c)
1979	1.3	54.7	(c)
1980	2.1	92.2	
1981	1.8	85.8	
1982	N.A.	85.8	(e)
1983	N.A.	84.9	(e)
1984	N.A.	87.4	(e)
1985	2.4	97.6	
1986	2.8	120.6	

JOGGING/RUNNING SHOES

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	21.6	$36.26
Specialty Athlethic Footwear Stores	19.7	43.26
Specialty Sport Shops	3.7	43.23
Pro Shops	0.6	*
Discount Stores	18.6	20.17
Department Stores	22.6	27.63
Mail Order	2.3	30.86
Catalog Showroom	0.3	*
Other Outlets	10.6	26.19
Total	100.0	$31.84

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars	
1976	N.A.	N.A.	
1977	9.0	147.0	(c)
1978	13.0	238.6	(c)
1979	14.0	304.0	(c)
1980	16.3	397.3	
1981	13.7	372.1	
1982	15.4	421.0	
1983	19.0	556.7	
1984	19.4	590.8	
1985	17.6	572.0	
1986	17.1	545.2	

ATHLETIC AND SPORT FOOTWEAR

SOCCER SHOES

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	36.7	$26.29
Specialty Athletic Footwear Stores	18.9	27.98
Specialty Sport Shops	8.0	*
Pro Shops	0.5	*
Discount Stores	15.6	12.94
Department Stores	11.8	18.48
Mail Order	--	--
Catalog Showroom	--	--
Other Outlets	8.5	*
Total	100.0	$22.95

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	3.5	51.5 (c)
1980	2.8	43.7
1981	2.2	43.1
1982	2.6	48.6
1983	3.1	64.7
1984	3.2	73.2
1985	2.9	67.6
1986	3.2	72.5

TENNIS SHOES

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	13.4	$33.36
Specialty Athletic Footwear Stores	12.8	34.79
Specialty Sport Shops	2.2	*
Pro Shops	1.9	*
Discount Stores	25.3	16.40
Department Stores	28.5	24.87
Mail Order	1.2	*
Catalog Showroom	0.1	*
Other Outlets	14.6	22.92
Total	100.0	$25.37

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	12.5	183.9 (c)**
1977	29.0	389.5 (c)
1978	22.5	309.9 (c)
1979	20.5	317.3 (c)
1980	19.6	359.1
1981	12.7	283.8
1982	12.4	286.6
1983	14.1	339.8
1984	14.8	371.2
1985	18.7	469.7
1986	17.6	447.7

** Does not include tennis style sport shoes.

ATHLETIC AND SPORT FOOTWEAR

WALKING SHOES

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	9.1	$35.06
Specialty Athletic Footwear Stores	14.7	41.93
Specialty Sport Shops	2.6	43.61
Pro Shops	0.2	*
Discount Stores	22.8	22.77
Department Stores	27.3	30.95
Mail Order	3.9	44.21
Catalog Showroom	0.5	*
Other Outlets	18.9	35.45
Total	100.0	$32.80

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	N.A.
1983	N.A.	N.A.
1984	N.A.	N.A.
1985	N.A.	263.2 (e)
1986	11.2	368.4

WORKOUT/FITNESS SHOES

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	18.8	$38.61
Specialty Athletic Footwear Stores	18.8	40.53
Specialty Sport Shops	4.8	*
Pro Shops	0.3	*
Discount Stores	20.9	21.41
Department Stores	23.8	29.45
Mail Order	1.5	*
Catalog Showroom	0.3	*
Other Outlets	10.8	30.91
Total	100.0	$32.16

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	N.A.
1983	N.A.	N.A.
1984	N.A.	N.A.
1985	N.A.	116.0 (e)
1986	4.7	150.7

ATHLETIC & SPORT EQUIPMENT

ARCHERY EQUIPMENT

1986 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1985 Units	Percent Change vs. 1985 Dollars	
Bows	630	$115.22	$ 72,589		(7%)	(a)
Arrows			79,500		5%	(a)(b)
Accessories			61,700		5%	(a)(b)
Total			$213,789		1%	

ARCHERY BOWS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	30.9	$131.33
Specialty Sport Shops	16.2	*
Pro Shops	2.9	*
Discount Stores	17.6	*
Department Stores	11.8	*
Mail Order	4.4	*
Catalog Showroom	5.9	*
Other Outlets	10.3	*
Total	100.0	$115.22

1976-1986 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	0.7	50.2	(c)
1977	0.7	50.3	(c)
1978	0.6	46.6	(c)
1979	0.7	52.7	(c)
1980	0.6	64.8	
1981	0.6	64.8	
1982	N.A.	68.8	(e)
1983	0.7	69.5	
1984	0.8	83.6	
1985	N.A.	78.1	(e)
1986	0.6	72.6	

BASEBALL AND SOFTBALL EQUIPMENT

1986 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1985 Units	Percent Change vs. 1985 Dollars	
Gloves/Mitts	4,589	$26.90	$123,444	5%	1%	
Baseballs			23,100		5	(a)(b)
Aluminum Bats			33,600		5	(a)(b)
Total			$180,144		2%	

GLOVES/MITTS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	30.6	$38.55
Specialty Sport Shops	1.4	*
Pro Shops	0.3	*
Discount Stores	41.1	21.36
Department Stores	15.6	23.94
Mail Order	0.9	*
Catalog Showroom	4.0	*
Other Outlets	6.1	16.14
Total	100.0	$26.90

1976-1986 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	3.9	65.1	(c)
1977	4.6	81.0	(c)
1978	4.0	73.7	(c)
1979	4.2	80.3	(c)
1980	4.0	92.2	
1981	3.3	92.0	
1982	3.4	85.6	
1983	3.6	96.7	
1984	4.0	101.5	
1985	4.4	122.0	
1986	4.6	123.4	

BASKETBALL EQUIPMENT

1986 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1985 Units	Percent Change vs. 1985 Dollars	
Basketballs	3,131	$15.18	$47,529	24%	23%	
Backboards			43,230		10	(a)(b)
Total			$90,759		17%	

BASKETBALLS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	20.2	$21.31
Specialty Sport Shops	2.0	*
Pro Shops	0.3	*
Discount Stores	46.5	12.99
Department Stores	15.9	14.46
Mail Order	0.9	*
Catalog Showroom	3.4	*
Other Outlets	10.8	11.92
Total	100.0	$15.18

1976-1986 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	3.8	37.7	(c)
1977	4.4	45.1	(c)
1978	3.0	33.9	(c)
1979	3.2	40.4	(c)
1980	3.2	39.7	
1981	2.7	38.4	
1982	2.3	32.6	
1983	2.4	37.3	
1984	2.8	45.0	
1985	2.5	38.5	
1986	3.1	47.5	

BICYCLES

1986 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1985 Units	Percent Change vs. 1985 Dollars
10-12-15+ Speed Bicycles	6,065	$179.55	$1,088,971	2%	12%
Total			$1,088,971		12%

10-12-15+ SPEED BICYCLES

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	4.8	$246.20
Specialty Sport Shops	27.8	276.54
Pro Shops	2.5	*
Discount Stores	28.1	114.63
Department Stores	18.2	146.66
Mail Order	0.8	*
Catalog Showroom	3.8	102.15
Other Outlets	14.0	114.51
Total	100.0	$179.55

1976-1986 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	655.6 (e)
1983	4.6	750.5
1984	4.7	764.7
1985	5.9	975.0
1986	6.1	1089.0

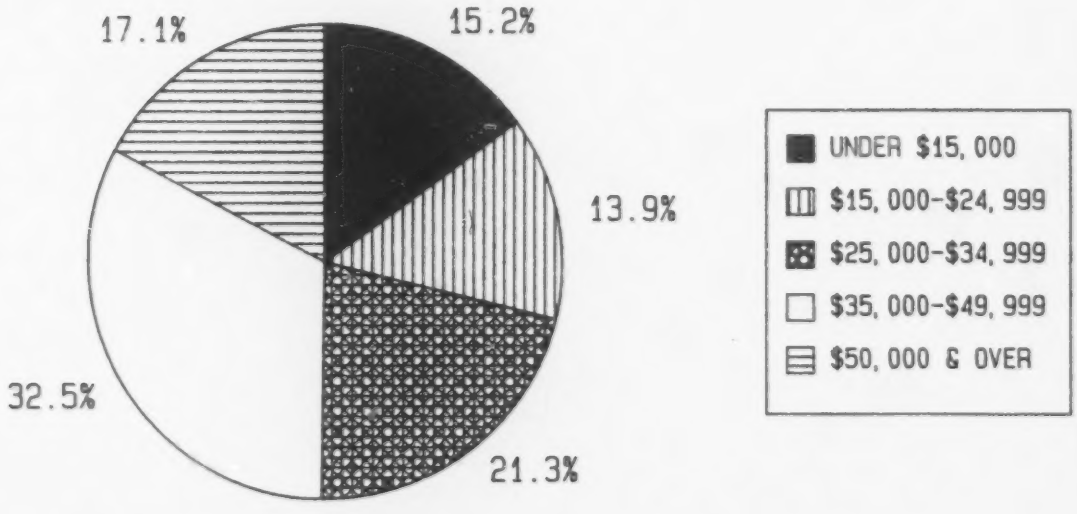
CAMPING EQUIPMENT

1986 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1985 Units	Percent Change vs. 1985 Dollars	
Backpacks	4,645	$23.48	$109,065	8%	20%	
Tents						
1-2 person	1,262	49.13	62,002	18	18	
3 person or more	1,813	94.20	170,785	25	23	
Sleeping Bags	5,407	40.14	217,037	1	11	
Camp Stoves			42,800		5	(a)(b)
Lanterns(Battery)	1,188	16.02	19,032		5	(a)
Lanterns(Gas/Propane)	1,394	26.61	37,094		5	(a)
Ice Chests			163,700		6	(a)(b)
Heaters			11,000		5	(a)(b)
Total			$832,515		13%	

Note: 1985 sales projections for lanterns have been revised.

BACKPACK PURCHASES BY INCOME GROUP
(In Dollars)



CAMPING EQUIPMENT

BACKPACKS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	17.5	$42.37
Specialty Sport Shops	7.6	53.58
Pro Shops	--	--
Discount Stores	35.5	9.18
Department Stores	18.9	13.82
Mail order	5.0	*
Catalog Showroom	3.8	*
Other Outlets	11.7	20.80
Total	100.0	$23.48

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.7	37.1 (c)
1977	1.6	36.0 (c)
1978	1.4	32.7 (c)
1979	1.6	40.5 (c)
1980	2.5	59.9
1981	2.6	79.2
1982	3.1	94.5
1983	3.0	95.9
1984	3.1	75.4
1985	4.3	90.5
1986	4.6	109.1

TENTS - 1-2 PERSON

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	17.4	$69.13
Specialty Sport Shops	4.3	*
Pro Shops	--	--
Discount Stores	34.8	33.63
Department Stores	25.4	40.97
Mail Order	5.8	*
Catalog Showroom	4.3	*
Other Outlets	8.0	*
Total	100.0	$49.13

** Includes 3 person or more tents.

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.7	120.9 ** (c)
1977	1.3	96.7 ** (c)
1978	1.5	109.7 ** (c)
1979	1.3	109.4 ** (c)
1980	1.8	181.5 **
1981	1.8	183.5 **
1982	2.1	217.2 **
1983	2.4	238.9 **
1984	1.0	65.3
1985	1.1	52.6
1986	1.3	62.0

CAMPING EQUIPMENT

TENTS - 3 PERSON OR MORE

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	23.6	$100.35
Specialty Sport Shops	3.5	*
Pro Shops	0.4	*
Discount Stores	27.5	82.79
Department Stores	27.5	93.22
Mail Order	7.0	*
Catalog Showroom	5.7	*
Other Outlets	4.8	*
Total	100.0	$ 94.20

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars	
1976	***	***	(c)
1977	***	***	(c)
1978	***	***	(c)
1979	***	***	(c)
1980	***	***	
1981	***	***	
1982	***	***	
1983	***	***	
1984	1.5	155.9	
1985	1.4	138.6	
1986	1.8	170.8	

*** Combined with 1-2 person tents.

SLEEPING BAGS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	14.4	$67.24
Specialty Sport Shops	5.1	*
Pro Shops	0.7	*
Discount Stores	36.2	25.09
Department Stores	28.8	30.15
Mail Order	3.8	*
Catalog Showroom	6.5	*
Other Outlets	4.5	*
Total	100.0	$40.14

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars	
1976	6.4	151.9	(c)
1977	5.1	130.8	(c)
1978	4.5	114.3	(c)
1979	4.0	103.5	(c)
1980	6.0	201.3	
1981	4.6	176.9	
1982	N.A.	211.6	(e)
1983	5.5	230.6	
1984	4.5	166.8	
1985	5.3	195.8	**
1986	5.4	217.0	

** Specifically includes slumber bags.

CAMPING EQUIPMENT

LANTERNS (BATTERY)

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	11.9	*
Specialty Sport Shops	2.4	*
Pro Shops	0.8	*
Discount Stores	45.1	$15.28
Department Stores	13.5	*
Mail Order	4.8	*
Catalog Showroom	4.8	*
Other Outlets	16.7	13.81
Total	100.0	$16.02

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars	
1976	N.A.	N.A.	
1977	N.A.	N.A.	
1978	N.A.	N.A.	
1979	N.A.	N.A.	
1980	N.A.	N.A.	
1981	N.A.	N.A.	
1982	N.A.	N.A.	
1983	N.A.	N.A.	
1984	N.A.	N.A.	
1985	N.A.	18.1	(e)
1986	1.2	19.0	

LANTERNS (GAS/PROPANE)

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	17.8	$28.07
Specialty Sport Shops	1.8	*
Pro Shops	0.6	*
Discount Stores	50.9	27.39
Department Stores	10.4	*
Mail Order	3.1	*
Catalog Showroom	8.0	*
Other Outlets	7.4	*
Total	100.0	$26.61

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars	
1976	2.2	37.5	(c)
1977	2.3	38.2	(c)
1978	2.0	32.1	(c)
1979	2.1	38.5	(c)
1980	N.A.	42.4	(e)
1981	2.0	45.8	
1982	1.7	36.9	
1983	N.A.	36.9	(e)
1984	N.A.	38.7	(e)
1985	N.A.	35.3	(e)
1986	1.4	37.1	

EXERCISE EQUIPMENT

	1986 CONSUMER PURCHASES (in thousands)			Percent Change vs. 1985	
	Units	Average Price	Dollars	Units	Dollars
Multi-Purpose Home Gyms	753	$307.17	$ 231,299	(35%)	(1%)
Rowing Machines	1,766	123.01	217,236	(2)	(11)
Exercise Bicycles	3,259	130.18	424,257	2	9
Inversion Equipment			4,800		(51) (a)(b)
Jogging Trampolines			13,000		(50) (a)(b)
Barbells/Weight Sets	2,508	43.65	109,474	(6)	(6)
Weight Benches	727	81.65	59,360	(21)	(22)
Treadmills	273	312.49	85,310		71 (a)
Hand/Wrist/ Ankle Weights	2,506	12.43	31,150	(19)	(22)
Spring Tension Exercisers			17,400		(5) (a)(b)
Jump Ropes			13,000		(5) (a)(b)
Total			$1,206,286		(1%)

MULTI-PURPOSE HOME GYMS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	3.9	*
Specialty Sport Shops	4.9	*
Pro Shops	--	--
Discount Stores	25.5	$222.46
Department Stores	40.3	325.66
Mail Order	9.8	*
Catalog Showroom	7.8	*
Other Outlets	7.8	*
Total	100.0	$307.17

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	130.0 (e)
1983	0.7	192.5
1984	1.0	216.8
1985	1.2	233.7
1986	0.8	231.3

EXERCISE EQUIPMENT

ROWING MACHINES

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	9.8	$184.59
Specialty Sport Shops	3.1	*
Pro Shops	0.4	*
Discount Stores	22.8	92.12
Department Stores	36.7	122.91
Mail Order	14.3	95.03
Catalog Showroom	4.5	*
Other Outlets	8.0	*
Total	100.0	$123.01

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	23.0 (e)
1983	0.4	64.2
1984	1.1	146.6
1985	1.8	245.1
1986	1.8	217.2

STATIONARY EXERCISE BICYCLES

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	9.7	$160.29
Specialty Sport Shops	5.1	341.36
Pro Shops	0.2	*
Discount Stores	25.7	90.12
Department Stores	31.4	132.31
Mail Order	9.0	100.77
Catalog Showroom	9.7	89.79
Other Outlets	9.2	163.78
Total	100.0	$130.18

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	0.6	43.2 (c)
1978	0.8	63.7 (c)
1979	0.8	78.2 (c)
1980	1.0	102.5
1981	1.5	163.2
1982	N.A.	221.4 (e)
1983	2.4	274.5
1984	2.9	342.8
1985	3.2	388.0
1986	3.3	424.3

EXERCISE EQUIPMENT

BARBELLS/WEIGHT SETS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	17.8	$52.32
Specialty Sport Shops	2.6	*
Pro Shops	1.0	*
Discount Stores	36.7	30.13
Department Stores	26.8	53.06
Mail Order	1.0	*
Catalog Showroom	6.8	*
Other Outlets	7.3	*
Total	100.0	$43.65

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	1.5	50.0 (c)
1978	1.7	57.0 (c)
1979	1.6	58.3 (c)
1980	2.9	134.6
1981	2.7	135.1
1982	2.8	111.5
1983	3.0	141.7
1984	3.0	113.5
1985	2.7	116.1
1986	2.5	109.5

WEIGHT BENCHES

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	13.9	*
Specialty Sport Shops	5.1	*
Pro Shops	--	--
Discount Stores	32.9	$69.92
Department Stores	38.0	88.33
Mail Order	2.5	*
Catalog Showroom	2.5	*
Other Outlets	5.1	*
Total	100.0	$81.65

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	1.0	49.4 (c)
1980	N.A.	74.1 (e)
1981	N.A.	70.5 (e)
1982	1.1	76.1
1983	N.A.	91.3 (e)
1984	1.0	68.6
1985	0.9	76.2
1986	0.7	59.4

EXERCISE EQUIPMENT

TREADMILLS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	3.1	*
Specialty Sport Shops	3.1	*
Pro Shops	--	--
Discount Stores	34.3	*
Department Stores	31.3	*
Mail Order	6.3	*
Catalog Showroom	12.5	*
Other Outlets	9.4	*
Total	100.0	$312.49

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	38.0 (e)
1983	N.A.	42.3 (e)
1984	0.1	45.3
1985	N.A.	49.8 (e)
1986	0.3	85.3

HAND/WRIST/ANKLE WEIGHTS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	20.7	$14.26
Specialty Sport Shops	4.3	*
Pro Shops	--	--
Discount Stores	36.7	11.09
Department Stores	20.7	12.90
Mail Order	2.7	*
Catalog Showroom	4.8	*
Other Outlets	10.1	*
Total	100.0	$12.43

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	N.A.
1983	N.A.	34.5 (e)
1984	2.5	34.5
1985	3.1	39.8
1986	2.5	31.2

FIREARMS AND HUNTING EQUIPMENT

1986 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1985 Units	Percent Change vs. 1985 Dollars	
Shotguns	1,117	$240.05	$ 268,136	(12%)	(4%)	
Rifles	1,250	179.78	224,725	(13)	(28)	
Handguns			346,200		5	(a)(b)
Ammunition			545,200		10	(a)(b)
Reloading Equipment			49,000		-	(a)(b)
Hunting Clothing			93,400		-	(a)(b)
Airguns			90,200		20	(a)(b)
Folding Lockback Knives	2,806	20.82	58,421	(16)	(10)	
Total			$1,675,282		(1%)	

SHOTGUNS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	30.2	$279.13
Specialty Sport Shops	16.0	*
Pro Shops	--	--
Discount Stores	18.9	199.95
Department Stores	6.6	*
Mail Order	3.8	*
Catalog Showroom	2.8	*
Other Outlets	21.7	188.26
Total	100.0	$240.05

1976-1986 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	1.6	200.0	(c)
1977	1.6	240.3	(c)
1978	1.6	264.6	(c)
1979	1.5	285.3	(c)
1980	1.5	281.3	
1981	1.3	252.0	
1982	1.1	272.1	
1983	1.2	270.7	
1984	1.2	265.6	
1985	1.3	278.1	
1986	1.1	268.1	

FIREARMS AND HUNTING EQUIPMENT

RIFLES

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	18.8	$193.57
Specialty Sport Shops	14.3	*
Pro Shops	0.9	*
Discount Stores	27.6	120.94
Department Stores	8.0	*
Mail Order	4.5	*
Catalog Showroom	3.6	*
Other Outlets	22.3	183.52
Total	100.0	$179.78

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	2.0	200.0 (c)
1977	1.9	249.5 (c)
1978	1.9	273.1 (c)
1979	1.9	275.9 (c)
1980	1.7	286.1
1981	1.4	287.0
1982	1.4	246.7
1983	1.3	277.5
1984	1.3	302.8
1985	1.4	313.0
1986	1.3	224.7

FOLDING LOCKBACK KNIVES

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	15.0	$23.46
Specialty Sport Shops	8.0	*
Pro Shops	--	--
Discount Stores	27.2	18.25
Department Stores	10.2	*
Mail Order	13.9	16.31
Catalog Showroom	4.3	*
Other Outlets	21.4	23.23
Total	100.0	$20.82

1976-1986 CONSUMER PURCHASES (in millions)

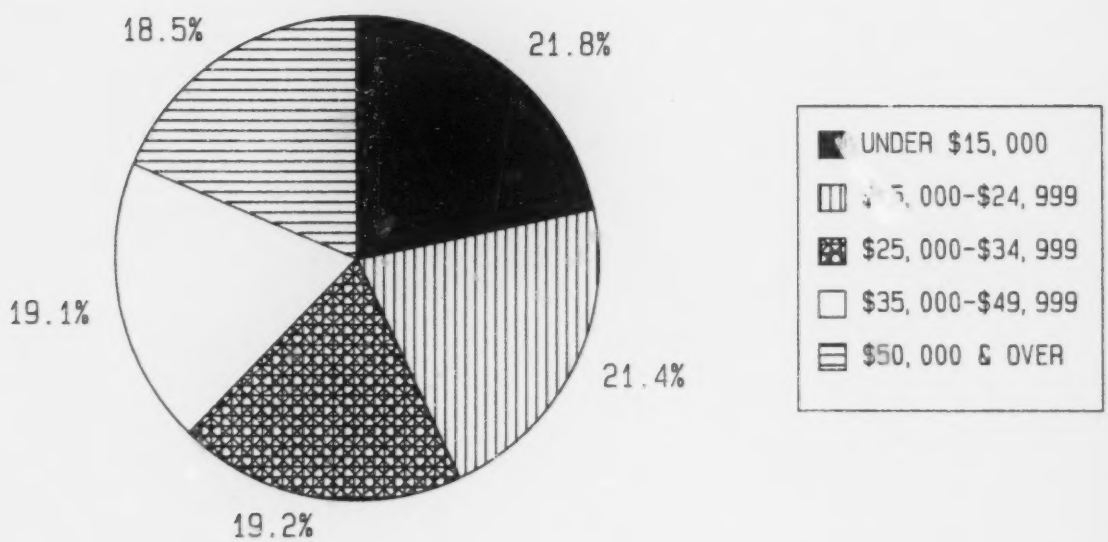
Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	48.3 (e)
1983	2.4	50.2
1984	2.7	56.9
1985	3.3	64.9
1986	2.8	58.4

FISHING TACKLE

1986 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1985 Units	Dollars	
Rod - Reel Combinations	8,691	$32.58	$283,153	29%	17%	
Reels - Separate	4,338	28.24	122,505	10	13	
Rods - Separate			130,600		13	(a)(b)
Tackle Boxes			41,000		10	(a)(b)
Lures			154,100		10	(a)(b)
Lines, Terminal Tackle & Other Accessories			41,900		10	(a)(b)
Total			$773,258		14%	

ROD-REEL COMBINATION PURCHASES BY INCOME GROUP
(In Dollars)



FISHING TACKLE

ROD-REEL COMBINATIONS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	19.4	$44.85
Specialty Sport Shops	5.0	75.12
Pro Shops	0.6	*
Discount Stores	44.0	25.32
Department Stores	13.8	32.57
Mail Order	11.0	25.55
Catalog Showroom	1.2	*
Other Outlets	5.0	24.52
Total	100.0	$32.58

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	7.2	133.7 (c)
1977	8.5	176.0 (c)
1978	6.0	125.4 (c)
1979	5.0	139.6 (c)
1980	6.9	196.1
1981	7.3	245.7
1982	6.3	209.1
1983	N.A.	210.0 (e)
1984	6.0	181.6
1985	6.7	241.3
1986	8.7	283.2

REELS - SEPARATE

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	21.6	$34.41
Specialty Sport Shops	5.8	*
Pro Shops	1.5	*
Discount Stores	44.5	23.60
Department Stores	10.8	24.43
Mail Order	6.9	*
Catalog Showroom	2.3	*
Other Outlets	6.6	*
Total	100.0	$28.24

1976-1986 CONSUMER PURCHASES (in millions)

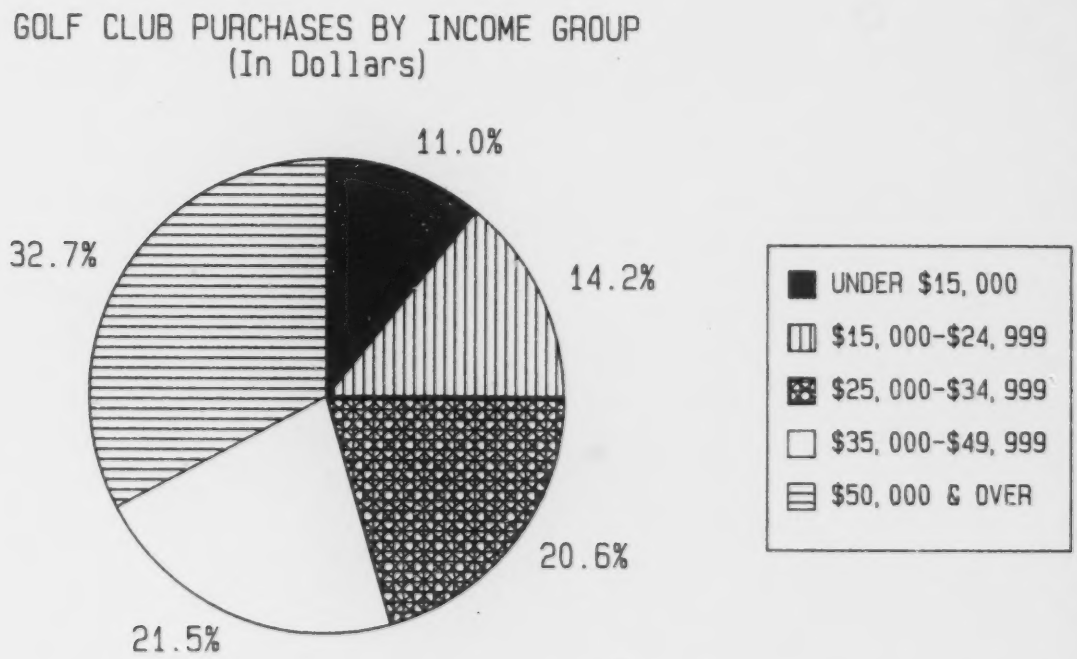
Year	Units	Dollars
1976	7.2	113.4 (c)
1977	5.5	97.7 (c)
1978	5.3	102.7 (c)
1979	5.3	117.0 (c)
1980	4.2	93.2
1981	4.1	113.5
1982	N.A.	107.8 (e)
1983	N.A.	105.0 (e)
1984	4.1	118.7
1985	3.9	108.2
1986	4.3	122.5

GOLF EQUIPMENT

1986 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1985 Units	Dollars	
Clubs (Individual)	12,379	$38.54	$477,087	16%	13%	
Balls (Dozen)	14,813	14.29	211,678		8	(a)
Bags			115,900		10	(b)
Carts			23,500		8	(a)(b)
Total			$828,165		11%	

Note: 1985 sales projections for golf balls have been revised.



GOLF EQUIPMENT

SETS OF CLUBS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	16.0	$235.66
Specialty Sport Shops	16.6	256.57
Pro Shops	33.1	334.62
Discount Stores	14.4	180.96
Department Stores	8.3	*
Mail Order	2.8	*
Catalog Showroom	2.2	*
Other Outlets	6.6	*
Total	100.0	$258.21

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units Clubs	Dollars
1976	12.1	239.6 (c)
1977	11.0	236.2 (c)
1978	9.1	200.7 (c)
1979	8.7	216.6 (c)
1980	7.5	194.5
1981	6.5	199.9
1982	7.8	255.7
1983	10.5	368.0
1984	10.3	361.7
1985	10.6	423.2
1986	12.4	477.1

GOLF BALLS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	22.9	$13.64
Specialty Sport Shops	8.3	*
Pro Shops	25.9	17.72
Discount Stores	27.8	13.33
Department Stores	6.8	*
Mail Order	1.0	*
Catalog Showroom	3.4	*
Other Outlets	3.9	*
Total	100.0	$14.29

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	14.2	165.0 (c)
1977	12.6	149.5 (c)
1978	10.9	135.7 (c)
1979	11.0	131.4 (c)
1980	11.3	137.3
1981	11.1	143.3
1982	11.6	156.3
1983	N.A.	164.0 (e)
1984	11.2	156.2
1985	N.A.	196.0 (e)
1986	14.8	211.7

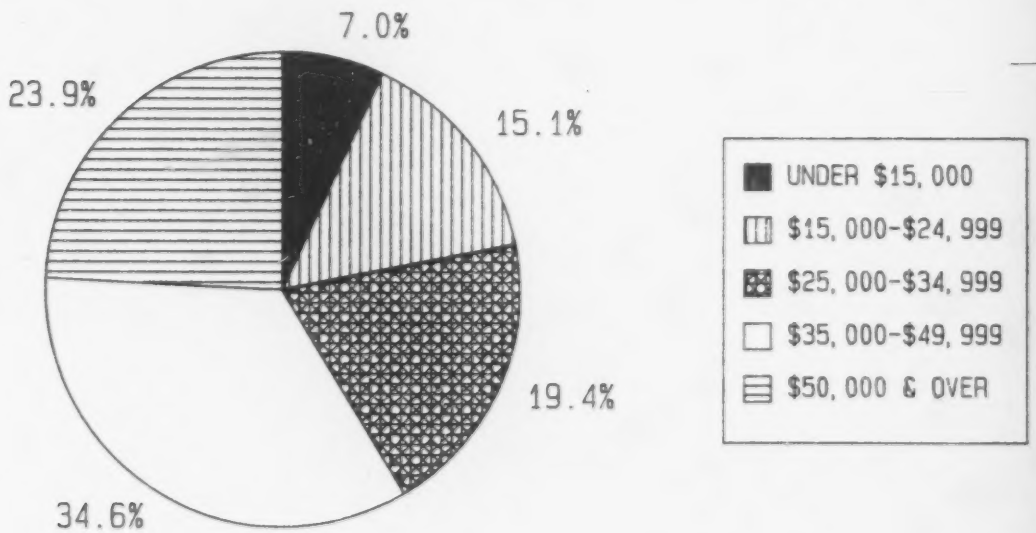
ICE SKATES AND HOCKEY EQUIPMENT

1986 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1985 Units	Dollars	
Hockey Skates			$36,900		-%	(b)
Hockey Sticks	1,098	$19.32	21,213		6	(a)
Figure Skates	608	49.18	29,901		(11)	(a)
Total			$88,014		(3%)	

Note: 1985 sales projections for hockey sticks have been revised.

HOCKEY STICK PURCHASES BY INCOME GROUP
(In Dollars)



ICE SKATES AND HOCKEY EQUIPMENT

HOCKEY STICKS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	55.6	*
Specialty Sport Shops	11.1	*
Pro Shops	3.7	*
Discount Stores	18.5	*
Department Stores	3.7	*
Mail Order	--	--
Catalog Showroom	--	--
Other Outlets	7.4	*
Total	100.0	$19.32

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	0.9	6.5 (c)
1980	N.A.	11.8 (e)
1981	N.A.	11.9 (e)
1982	1.2	11.3
1983	N.A.	13.2 (e)
1984	1.3	15.8
1985	N.A.	20.0 (e)
1986	1.1	21.2

FIGURE SKATES

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	29.0	*
Specialty Sport Shops	5.5	*
Pro Shops	7.3	*
Discount Stores	18.2	*
Department Stores	21.8	*
Mail Order	5.5	*
Catalog Showroom	--	--
Other Outlets	12.7	*
Total	100.0	$40.18

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.6	31.1 (c)
1977	1.4	30.5 (c)
1978	1.0	21.0 (c)
1979	0.9	23.5 (c)
1980	N.A.	28.2 (e)
1981	1.1	31.2
1982	N.A.	29.6 (e)
1983	N.A.	31.1 (e)
1984	N.A.	34.2 (e)
1985	N.A.	33.5 (e)
1986	0.6	29.9

RACQUETBALL EQUIPMENT

	1986 CONSUMER PURCHASES (in thousands)			Percent Change vs. 1985		
	Units	Average Price	Dollars	Units	Dollars	
Racquets	1,182	$35.22	$41,630	(3%)	(5%)	
Balls (Can of 2)			19,500		(5)	(a)(b)
Total			$61,130		(5%)	

RACQUETBALL RACQUETS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	42.5	$37.33
Specialty Sport Shops	4.0	*
Pro Shops	3.0	*
Discount Stores	24.7	26.20
Department Stores	9.9	*
Mail Order	2.0	*
Catalog Showroom	4.0	*
Other Outlets	9.9	*
Total	100.0	$35.22

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars	
1976	0.8	14.1	(c)
1977	1.9	34.3	(c)
1978	2.7	50.7	(c)
1979	4.0	82.5	(c)
1980	2.8	65.8	
1981	2.6	69.8	
1982	1.8	49.5	
1983	1.6	51.9	
1984	1.3	49.5	
1985	1.2	44.0	
1986	1.2	41.6	

SKATEBOARDS

1986 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1985 Units	Percent Change vs. 1985 Dollars
Skateboards	2,778	$44.89	$124,704		11% (a)
Total			$124,704		11%

SKATEBOARDS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	7.5	*
Specialty Sport Shops	7.5	*
Pro Shops	0.4	*
Discount Stores	45.4	$36.20
Department Stores	15.4	43.44
Mail Order	1.6	*
Catalog Showroom	1.6	*
Other Outlets	20.6	34.21
Total	100.0	$44.89

1976-1986 CONSUMER PURCHASES
(in millions)

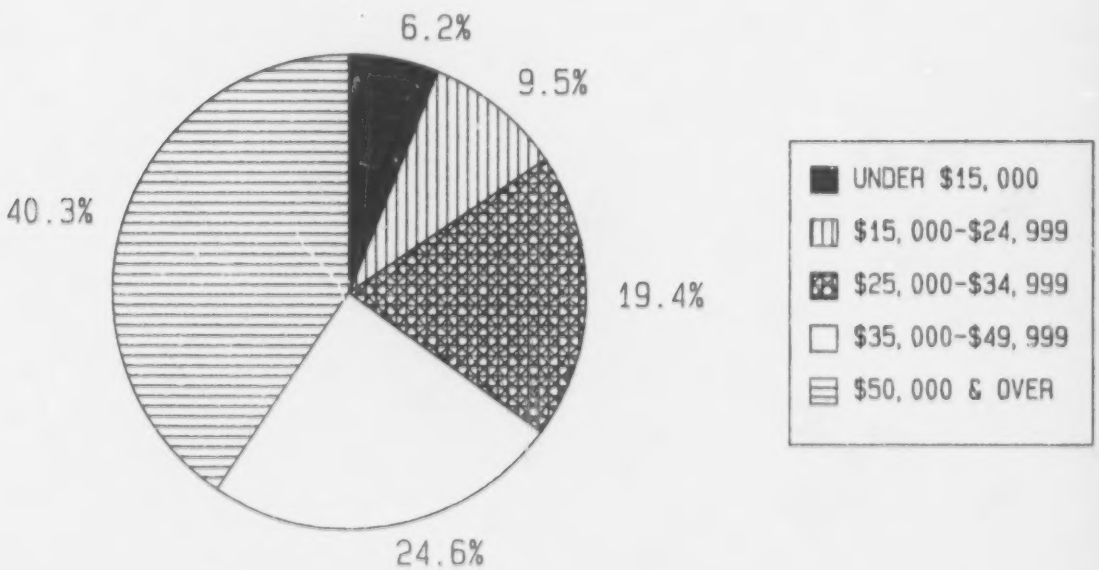
Year	Units	Dollars
1976	N.A.	N.A.
1977	6.8	116.4 (c)
1978	2.7	49.0 (c)
1979	1.3	27.2 (c)
1980	N.A.	6.5 (e)
1981	N.A.	N.A.
1982	N.A.	N.A.
1983	N.A.	N.A.
1984	N.A.	N.A.
1985	N.A.	112.3 (e)
1986	2.6	124.7

SNOW SKIING EQUIPMENT

1986 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1985 Units	Dollars
Cross-Country					
Skis	455	$113.52	$ 51,652	(1%)	(6%)
Boots			38,100		(5) (a)(b)
Bindings			17,900		(5) (a)(b)
Poles			15,600		(5) (a)(b)
Total Cross-Country			$123,252		(6%)
Downhill					
Skis	934	$218.96	$204,509	(1%)	10%
Boots			194,300		5 (a)(b)
Bindings			82,100		10 (a)(b)
Poles			17,600		5 (a)(b)
Total Downhill			$498,509		8%
Total			$621,761		5%

DOWNHILL SKI PURCHASES BY INCOME GROUP
(In Dollars)



SNOW SKIING EQUIPMENT

CROSS-COUNTRY SKIS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	56.1	$124.59
Specialty Sport Shops	29.8	*
Pro Shops	--	--
Discount Stores	3.5	*
Department Stores	3.5	*
Mail Order	3.5	*
Catalog Showroom	1.8	*
Other Outlets	1.8	*
Total	100.0	$113.52

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	0.9	59.6 (c)
1979	0.9	70.6 (c)
1980	0.6	48.0
1981	0.4	35.3
1982	0.4	35.4
1983	0.4	37.0
1984	0.4	44.8
1985	0.5	55.2
1986	0.5	51.7

DOWNHILL SKIS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	42.3	$221.93
Specialty Sport Shops	39.2	246.34
Pro Shops	5.2	*
Discount Stores	1.0	*
Department Stores	1.0	*
Mail Order	--	--
Catalog Showroom	--	--
Other Outlets	11.3	*
Total	100.0	$218.96

1976-1986 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.2	139.5 (c)**
1977	1.4	151.2 (c)**
1978	1.0	120.0 (c)
1979	0.9	119.1 (c)
1980	0.7	117.6
1981	0.6	91.6
1982	0.6	96.2
1983	0.7	115.6
1984	0.9	153.2
1985	0.9	186.1
1986	0.9	204.5

**Includes cross-country skis.

SOCCER EQUIPMENT

1986 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1985 Units	Percent Change vs. 1985 Dollars
Balls	2,246	$12.96	$29,108	13%	5%
Total			$29,108		5%

SOCCER BALLS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	18.1	$17.24
Specialty Sport Shops	3.3	*
Pro Shops	1.1	*
Discount Stores	50.0	11.32
Department Stores	12.1	13.95
Mail Order	--	--
Catalog Showroom	5.5	*
Other Outlets	9.9	*
Total	100.0	$12.96

1976-1986 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	1.4	13.8 (c)
1978	1.9	21.8 (c)
1979	2.1	24.1 (c)
1980	2.6	29.4
1981	2.2	28.3
1982	2.2	32.0
1983	2.1	30.4
1984	2.4	33.5
1985	2.0	27.7
1986	2.2	29.1

TENNIS EQUIPMENT

1986 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1985 Units	Percent Change vs. 1985 Dollars
Tennis Rackets	2,416	$62.95	$152,087	(2%)	(5%)
Tennis Balls- (Cans of 3-4)			107,400		(5) (b)
Total			$259,487		(5%)

TENNIS RACKETS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	40.3	$75.23
Specialty Sport Shops	6.9	*
Pro Shops	7.5	*
Discount Stores	23.9	30.58
Department Stores	8.2	*
Mail Order	5.7	*
Catalog Showroom	3.1	*
Other Outlets	4.4	*
Total	100.0	$62.95

1976-1986 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	8.6	183.7 (c)
1977	8.3	174.7 (c)
1978	4.9	137.0 (c)
1979	4.1	125.4 (c)
1980	3.4	121.8
1981	3.0	131.6
1982	3.0	157.4
1983	3.0	170.1
1984	2.7	185.9
1985	2.5	160.3
1986	2.4	152.1

VOLLEYBALLS AND BADMINTON SETS

1986 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1985 Units	Percent Change vs. 1985 Dollars
Badminton Sets			$11,000		-% (b)
Volleyballs	1,098	$15.32	16,821		- (a)
Total			$27,821		-%

VOLLEYBALLS

1986 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	18.6	$26.10
Specialty Sport Shops	3.5	*
Pro Shops	0.9	*
Discount Stores	47.9	12.07
Department Stores	15.0	*
Mail Order	0.9	*
Catalog Showroom	3.5	*
Other Outlets	9.7	*
Total	100.0	$15.32

1976-1986 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	1.3	10.6 (c)
1978	N.A.	11.7 (c)(e)
1979	1.0	11.4 (c)
1980	N.A.	10.7 (e)
1981	N.A.	10.1 (e)
1982	0.6	9.5
1983	N.A.	N.A.
1984	N.A.	16.0 (e)
1985	N.A.	16.8 (e)
1986	1.1	16.8

DEMOGRAPHIC DISTRIBUTION OF 1986 CONSUMER PURCHASES

The tables on the following pages show the demographic distribution of dollar purchases of each product included in the survey. The breakdown of total U.S. households is shown for comparison.

The states in the geographic regions are:

New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
CT	NJ	IL	IA	DE	AL	AK	AZ	CA
ME	NY	IN	KS	FL	KY	LA	CO	OR
MA	PA	MI	MN	GA	MS	OK	ID	WA
NH		OH	MO	MD	TN	TX	MT	
RI		WI	NE	NC			NV	
VT			ND	SC			NM	
			SD	VA			UT	
				WV			WY	
				Wash D.C.				

The geographic regions referred to are shown on the map below:

DEMOGRAPHIC DISTRIBUTION OF 1986 CONSUMER PURCHASES

		-Athletic & Sport Clothing--		
	Total U.S. Households	Bathing Suits	Leotards/ Body Suits	Skiwear
Age of User	%	%	%	%
Under 14	20.1	9.3	11.3	2.8
14 to 17	6.2	9.4	8.1	11.8
18 to 24	12.0	12.2	12.5	21.0
25 to 34	17.7	24.6	40.5	34.2
35 to 44	13.3	21.5	17.2	23.7
45 to 64	18.8	16.4	8.2	5.9
65 & Older	11.9	6.6	2.2	0.6
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	17.5	8.3	58.5
Female	51.3	82.5	91.7	41.5
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	31.9	15.6	17.8	12.9
$15,000 - $24,999	20.7	17.0	15.7	8.5
$25,000 - $34,999	17.8	19.7	20.4	15.0
$35,000 - $49,999	16.8	23.2	24.5	28.1
$50,000 & Over	12.8	24.5	21.6	35.5
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.6	4.9	4.1	0.6
High School	30.3	24.4	20.4	12.2
Some College	25.6	27.3	26.7	22.2
College Graduate	29.5	43.4	48.8	65.0
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	6.7	6.9	8.8
Middle Atlantic	15.9	17.6	13.7	17.2
East North Central	17.5	15.0	17.9	12.1
West North Central	7.5	5.4	5.2	3.5
South Atlantic	17.0	20.3	13.5	16.5
East South Central	6.4	4.5	3.8	2.0
West South Central	10.8	10.1	12.7	8.7
Mountain	5.4	4.4	9.9	6.9
Pacific	14.1	16.0	16.4	24.3
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1986 CONSUMER PURCHASES

		-Athletic & Sport Clothing-		
	Total U.S. Households	Sweat Pants	Sweat Shirts	Tennis Clothing
Age of User	%	%	%	%
Under 14	20.1	14.0	10.8	0.3
14 to 17	6.2	11.7	10.9	6.1
18 to 24	12.0	14.9	14.8	10.1
25 to 34	17.7	26.9	26.8	20.8
35 to 44	13.3	18.4	20.9	36.6
45 to 64	18.8	11.9	13.4	18.3
65 & Older	11.9	2.2	2.4	7.8
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	52.8	48.6	49.5
Female	51.3	47.2	51.4	50.5
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	31.9	18.9	18.4	10.8
$15,000 - $24,999	20.7	17.5	16.4	6.8
$25,000 - $34,999	17.8	20.2	21.0	15.9
$35,000 - $49,999	16.8	22.1	22.7	23.7
$50,000 & Over	12.8	21.3	21.5	42.8
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.6	5.7	5.3	1.4
High School	30.3	25.0	25.8	10.0
Some College	25.6	30.5	29.4	21.2
College Graduate	29.5	38.8	39.5	67.4
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	4.7	4.5	4.7
Middle Atlantic	15.9	20.1	19.6	20.7
East North Central	17.5	13.4	18.1	12.1
West North Central	7.5	7.0	8.0	1.8
South Atlantic	17.0	15.5	14.5	16.2
East South Central	6.4	5.6	6.5	7.2
West South Central	10.8	8.4	9.5	10.3
Mountain	5.4	5.4	4.5	5.7
Pacific	14.1	14.9	14.8	21.3
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1986 CONSUMER PURCHASES

		-----Athletic Footwear-----		
	Warm-up Suits	Aerobic Shoes	Baseball/ Softball Shoes	Basket-ball Shoes
Age of User	%	%	%	%
Under 14	6.6	5.2	28.7	22.7
14 to 17	5.1	5.9	22.2	31.6
18 to 24	8.5	15.9	15.5	18.5
25 to 34	23.5	30.1	22.0	18.5
35 to 44	23.1	25.7	7.6	6.3
45 to 64	26.3	13.6	3.1	2.4
65 & Older	6.9	3.6	0.9	--
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	53.9	14.4	86.3	86.6
Female	46.1	85.6	13.7	13.4
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	16.2	15.9	15.2	17.3
$15,000 - $24,999	16.4	15.7	20.5	14.5
$25,000 - $34,999	17.9	22.2	20.5	20.5
$35,000 - $49,999	22.9	23.7	27.2	30.8
$50,000 & Over	26.6	22.5	16.6	16.9
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	4.8	4.7	7.0	4.2
High School	21.9	20.1	32.8	28.1
Some College	25.8	30.9	28.8	30.7
College Graduate	47.5	44.3	31.4	37.0
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	4.8	6.9	3.4	6.8
Middle Atlantic	17.9	16.9	18.9	19.8
East North Central	16.3	15.7	17.6	21.3
West North Central	5.4	3.7	6.9	5.7
South Atlantic	17.8	15.0	15.3	14.7
East South Central	6.5	5.6	6.3	5.7
West South Central	13.2	10.4	11.0	9.0
Mountain	3.7	6.3	5.3	6.5
Pacific	14.4	19.5	15.3	10.5
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1986 CONSUMER PURCHASES

		-----Athletic Footwear-----		
	Total U.S. Households	Bowling Shoes	Gym Shoes/ Sneakers	Hiking Shoes/ Boots
Age of User	%	%	%	%
Under 14	20.1	2.2	33.6	6.9
14 to 17	6.2	4.5	20.2	7.4
18 to 24	12.0	11.3	10.0	8.4
25 to 34	17.7	21.1	14.4	34.7
35 to 44	13.3	27.4	10.7	17.3
45 to 64	18.8	28.2	8.5	20.1
65 & Older	11.9	5.3	2.6	5.2
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	47.3	58.7	72.3
Female	51.3	52.7	41.3	27.7
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	31.9	15.6	17.7	24.7
$15,000 - $24,999	20.7	18.5	18.1	17.3
$25,000 - $34,999	17.8	29.5	22.8	21.2
$35,000 - $49,999	16.8	27.5	21.6	18.2
$50,000 & Over	12.8	8.9	19.8	18.6
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.6	8.0	8.9	8.6
High School	30.3	41.3	30.8	20.2
Some College	25.6	28.6	25.0	29.2
College Graduate	29.5	22.1	35.3	42.0
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	5.0	8.1	5.7
Middle Atlantic	15.9	27.9	25.8	18.3
East North Central	17.5	24.4	19.3	14.4
West North Central	7.5	7.5	5.2	5.6
South Atlantic	17.0	9.3	12.8	12.6
East South Central	6.4	3.1	5.7	2.8
West South Central	10.8	8.1	6.7	10.4
Mountain	5.4	6.5	5.4	9.4
Pacific	14.1	8.2	11.0	20.8
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1986 CONSUMER PURCHASES

	Athletic Footwear			
	Jogging/ Running Shoes	Soccer Shoes	Tennis Shoes	Walking Shoes
Age of User	%	%	%	%
Under 14	7.6	50.2	19.4	3.5
14 to 17	10.7	32.1	15.3	3.2
18 to 24	10.5	10.8	10.7	5.0
25 to 34	25.6	3.4	19.1	18.0
35 to 44	22.7	0.5	16.7	18.4
45 to 64	18.5	2.0	15.8	33.1
65 & Older	4.4	1.0	3.0	18.8
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	65.2	79.5	61.4	42.8
Female	34.8	20.5	38.6	57.2
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	13.9	8.6	18.5	21.9
$15,000 - $24,999	16.6	9.6	16.8	19.5
$25,000 - $34,999	19.4	15.2	17.7	19.2
$35,000 - $49,999	23.3	28.6	25.2	18.9
$50,000 & Over	26.8	38.0	21.8	20.5
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High Scho	4.1	3.3	6.9	9.1
High School	18.6	13.2	24.5	23.6
Some College	25.1	23.9	24.7	26.5
College Graduate	52.2	59.6	43.9	40.8
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	6.2	9.6	2.7	5.1
Middle Atlantic	15.5	18.7	11.1	16.3
East North Central	15.5	16.6	14.6	15.0
West North Central	6.4	4.6	9.8	7.7
South Atlantic	14.1	8.5	18.6	15.5
East South Central	4.7	3.8	6.9	6.5
West South Central	10.9	9.0	13.1	9.5
Mountain	7.4	7.3	5.9	6.4
Pacific	19.3	21.9	17.3	18.0
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1986 CONSUMER PURCHASES

	Total U.S. Households	Workout/ Fitness Shoes	Archery Bows	Baseball Gloves/ Mitts
Age of User	%	%	%	%
Under 14	20.1	7.5	4.6	31.3
14 to 17	6.2	8.1	13.9	12.3
18 to 24	12.0	12.5	16.6	10.8
25 to 34	17.7	31.0	37.5	19.8
35 to 44	13.3	18.8	20.9	10.2
45 to 64	18.8	18.1	6.5	3.0
65 & Older	11.9	4.0	--	0.8
Multiple Ages Reported	--	--	--	11.8
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	49.1	96.3	78.3
Female	51.3	50.9	3.2	17.1
Household Use	--	--	0.5	4.6
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	31.9	16.7	26.1	20.0
$15,000 - $24,999	20.7	15.7	19.7	17.2
$25,000 - $34,999	17.8	20.7	21.6	20.5
$35,000 - $49,999	16.8	24.7	22.2	25.1
$50,000 & Over	12.8	22.2	10.4	17.2
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.6	5.4	6.7	9.7
High School	30.3	15.6	35.2	28.1
Some College	25.6	27.6	35.2	28.4
College Graduate	29.5	51.4	22.9	33.8
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	6.3	1.7	4.5
Middle Atlantic	15.9	14.8	13.3	17.3
East North Central	17.5	17.5	18.3	15.5
West North Central	7.5	6.6	4.6	10.2
South Atlantic	17.0	15.4	10.2	16.8
East South Central	6.4	4.4	13.6	3.7
West South Central	10.8	11.0	14.1	10.7
Mountain	5.4	4.5	10.8	4.0
Pacific	14.1	19.5	13.4	17.3
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1986 CONSUMER PURCHASES

			------Camping------	
Age of User	Basket-balls %	Bicycles 10-12-15+ speed %	Backpacks %	Lanterns (Battery) %
Under 14	45.5	19.6	23.7	4.7
14 to 17	18.1	9.3	9.4	4.6
18 to 24	9.0	11.6	16.5	5.1
25 to 34	14.8	22.4	17.2	25.7
35 to 44	4.9	11.1	9.9	29.8
45 to 64	1.7	10.0	8.9	17.2
65 & Older	--	1.5	1.2	5.8
Multiple Ages Reported	6.0	14.5	13.2	7.1
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	83.5	56.4	65.5	71.1
Female	14.2	32.0	30.1	25.0
Household Use	2.3	11.6	4.4	3.9
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	20.2	17.6	15.2	21.4
$15,000 - $24,999	17.6	14.6	13.9	19.9
$25,000 - $34,999	22.1	20.9	21.3	14.4
$35,000 - $49,999	22.7	26.2	32.5	21.6
$50.000 & Over	17.4	20.7	17.1	22.7
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	7.9	7.0	5.5	10.0
High School	23.2	23.7	22.2	25.5
Some College	30.2	24.9	26.4	25.6
College Graduate	38.7	44.4	45.9	38.9
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.3	6.7	6.6	4.0
Middle Atlantic	14.0	12.7	13.8	9.7
East North Central	19.5	16.2	17.6	17.1
West North Central	6.7	6.3	6.0	10.8
South Atlantic	16.2	14.8	15.5	15.7
East South Central	4.0	3.8	3.0	2.9
West South Central	11.9	12.1	8.4	11.7
Mountain	8.3	7.6	6.0	7.2
Pacific	14.1	19.8	23.1	20.9
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1986 CONSUMER PURCHASES

		Camping		
	Total U.S. Households	Lanterns (Gas/ Propane)	Sleeping Bags	-Tents- 1-2 Person
Age of User	%	%	%	%
Under 14	20.1	2.0	14.3	17.0
14 to 17	6.2	1.9	7.3	8.7
18 to 24	12.0	7.2	6.8	10.3
25 to 34	17.7	36.7	25.0	34.2
35 to 44	13.3	28.4	16.7	9.3
45 to 64	18.8	17.4	10.2	12.1
65 & Older	11.9	2.1	3.7	2.5
Multiple Ages Reported	--	4.3	16.0	5.9
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	78.2	58.5	74.5
Female	51.3	11.3	23.3	14.1
Household Use	--	10.5	18.2	11.4
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	31.9	25.6	20.5	23.1
$15,000 - $24,999	20.7	27.5	26.9	13.5
$25,000 - $34,999	17.8	18.5	19.6	22.8
$35,000 - $49,999	16.8	19.6	13.4	23.3
$50,000 & Over	12.8	8.8	19.6	17.3
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.6	15.0	7.8	8.0
High School	30.3	29.5	22.9	13.4
Some College	25.6	28.9	27.5	29.2
College Graduate	29.5	26.6	41.8	49.4
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	3.3	5.1	10.7
Middle Atlantic	15.9	13.7	15.9	8.5
East North Central	17.5	11.5	12.5	17.0
West North Central	7.5	7.1	9.3	4.0
South Atlantic	17.0	16.0	8.9	13.7
East South Central	6.4	7.5	4.7	7.1
West South Central	10.8	16.5	6.3	9.0
Mountain	5.4	4.5	7.7	5.4
Pacific	14.1	19.9	29.6	24.6
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1986 CONSUMER PURCHASES

	-Tents-	-------Exercise Equipment-------		
	3 Person or More	Barbells/ Weight Sets	Hand/Wrist/ Ankle Weights	Multi-Purpose Home Gyms
Age of User	%	%	%	%
Under 14	6.4	6.4	6.9	1.3
14 to 17	2.5	15.7	8.4	7.9
18 to 24	8.0	19.9	9.1	3.2
25 to 34	31.2	31.1	32.7	32.3
35 to 44	26.6	17.6	23.5	29.0
45 to 64	14.5	4.8	13.8	13.5
65 & Older	0.4	0.9	3.0	4.7
Multiple Ages Reported	10.4	3.6	2.6	8.1
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	68.2	89.5	30.6	61.8
Female	18.9	9.7	68.6	31.0
Household Use	12.9	0.8	0.8	7.2
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	21.5	17.3	20.4	23.1
$15,000 - $24,999	31.4	18.6	18.0	11.3
$25,000 - $34,999	16.7	19.5	18.1	24.8
$35,000 - $49,999	17.6	24.4	23.5	19.0
$50,000 & Over	12.8	20.2	20.0	21.8
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	10.6	7.6	3.0	7.4
High School	26.6	25.6	26.8	24.0
Some College	29.4	27.1	29.3	34.7
College Graduate	33.4	39.7	40.9	33.9
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	3.0	3.6	5.7	9.6
Middle Atlantic	12.7	16.0	15.2	17.3
East North Central	20.8	11.9	19.3	21.2
West North Central	8.7	3.4	7.2	3.5
South Atlantic	9.5	21.0	15.7	7.4
East South Central	3.8	7.0	4.6	8.2
West South Central	9.3	10.4	12.6	4.5
Mountain	11.0	8.1	5.6	13.9
Pacific	21.2	18.6	14.1	14.4
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1986 CONSUMER PURCHASES

		-------Exercise Equipment-------		
	Total U.S. Households	Rowing Machines	Exercise Bicycles	Treadmills
Age of User	%	%	%	%
Under 14	20.1	--	0.4	--
14 to 17	6.2	2.6	1.1	--
18 to 24	12.0	7.3	2.7	--
25 to 34	17.7	19.9	23.1	5.9
35 to 44	13.3	29.4	22.9	12.7
45 to 64	18.8	30.5	30.9	50.1
65 & Older	11.9	6.5	13.8	20.8
Multiple Ages Reported	--	3.8	5.1	10.5
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	50.5	34.8	51.7
Female	51.3	44.8	57.6	39.8
Household Use	--	4.7	7.6	8.5
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	31.9	16.7	16.6	21.0
$15,000 - $24,999	20.7	17.9	12.9	9.0
$25,000 - $34,999	17.8	14.6	16.7	12.8
$35,000 - $49,999	16.8	24.6	28.4	29.8
$50,000 & Over	12.8	26.2	25.4	27.4
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.6	8.6	8.1	17.5
High School	30.3	27.0	22.9	37.7
Some College	25.6	27.9	25.3	21.6
College Graduate	29.5	36.5	43.7	23.2
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	5.4	6.8	6.3
Middle Atlantic	15.9	17.9	13.5	14.4
East North Central	17.5	16.8	18.7	6.3
West North Central	7.5	6.5	5.6	4.5
South Atlantic	17.0	16.8	13.6	15.6
East South Central	6.4	5.3	8.6	8.2
West South Central	10.8	6.4	7.2	20.3
Mountain	5.4	8.1	7.8	12.8
Pacific	14.1	16.8	18.2	11.6
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1986 CONSUMER PURCHASES

	----Firearms & Hunting-----			
	Weight Benches	Lockback Knives	Rifles	Shotguns
Age of User	%	%	%	%
Under 14	4.9	8.4	7.7	2.4
14 to 17	22.3	7.9	7.3	6.1
18 to 24	22.1	6.4	14.6	14.3
25 to 34	30.2	30.1	26.1	21.7
35 to 44	14.9	24.3	24.4	27.6
45 to 64	1.8	15.7	19.4	19.0
65 & Older	--	4.9	0.5	4.3
Multiple Ages Reported	3.8	2.3	--	4.6
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	89.2	93.1	93.3	92.6
Female	9.1	2.8	5.6	6.6
Household Use	1.7	4.1	1.1	0.8
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	25.7	19.1	20.2	18.6
$15,000 - $24,999	18.2	21.7	19.1	14.6
$25,000 - $34,999	20.3	28.2	25.9	25.4
$35,000 - $49,999	19.8	18.9	15.7	19.2
$50,000 & Over	16.0	12.1	19.1	22.2
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	8.4	8.9	10.2	8.9
High School	38.0	35.3	35.0	29.8
Some College	26.2	28.9	27.7	30.4
College Graduate	27.4	26.9	27.1	30.9
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	2.8	6.1	6.9	6.4
Middle Atlantic	20.2	9.0	15.7	8.8
East North Central	19.3	22.6	11.4	12.2
West North Central	1.1	6.9	9.1	6.6
South Atlantic	13.6	14.6	8.9	19.5
East South Central	5.4	8.0	8.3	14.4
West South Central	10.8	12.5	15.0	14.8
Mountain	9.8	3.8	12.0	7.4
Pacific	17.0	16.5	12.7	9.9
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1986 CONSUMER PURCHASES

	Total U.S. Households	--------Fishing-------- Reels-Separate	Rod-Reel Combinations	Golf Balls
Age of User	%	%	%	%
Under 14	20.1	4.3	5.5	0.5
14 to 17	6.2	3.8	3.6	3.4
18 to 24	12.0	3.1	5.9	3.1
25 to 34	17.7	24.7	29.3	26.3
35 to 44	13.3	21.7	20.6	21.8
45 to 64	18.8	27.8	21.5	31.6
65 & Older	11.9	8.2	6.1	9.8
Multiple Ages Reported	--	6.4	7.5	3.5
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	86.8	84.4	85.6
Female	51.3	8.0	11.4	7.6
Household Use	--	5.2	4.2	6.8
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	31.9	18.7	21.8	10.8
$15,000 - $24,999	20.7	18.3	21.4	14.0
$25,000 - $34,999	17.8	19.3	19.2	18.0
$35,000 - $49,999	16.8	22.6	19.1	24.5
$50,000 & Over	12.8	21.1	18.5	32.7
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.6	9.8	14.1	3.2
High School	30.3	35.7	27.4	18.1
Some College	25.6	24.9	27.1	28.3
College Graduate	29.5	29.6	31.4	50.4
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	5.5	5.3	6.2
Middle Atlantic	15.9	12.7	13.8	13.2
East North Central	17.5	14.8	14.9	22.5
West North Central	7.5	9.6	8.2	8.2
South Atlantic	17.0	16.5	18.1	17.5
East South Central	6.4	6.3	8.5	5.0
West South Central	10.8	14.2	11.7	5.6
Mountain	5.4	4.0	3.4	8.3
Pacific	14.1	16.4	16.1	13.5
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1986 CONSUMER PURCHASES

	Golf Clubs %	Figure Skates %	Hockey Sticks %	Racquet-ball Racquets %
Age of User				
Under 14	1.6	31.9	16.3	2.8
14 to 17	4.4	18.9	33.6	4.5
18 to 24	5.5	6.8	7.7	15.1
25 to 34	22.1	18.8	19.5	22.3
35 to 44	21.5	20.1	2.5	19.0
45 to 64	38.5	--	--	16.5
65 & Older	6.4	--	--	0.8
Multiple Ages Reported	--	3.5	20.4	19.0
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	78.3	35.5	96.1	70.7
Female	20.1	64.5	3.9	12.5
Household Use	1.6	--	--	16.8
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	11.0	11.4	7.0	11.1
$15,000 - $24,999	14.2	14.1	15.1	10.2
$25,000 - $34,999	20.6	17.6	19.4	23.1
$35,000 - $49,999	21.5	32.2	34.6	29.3
$50,000 & Over	32.7	24.7	23.9	26.3
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	4.4	1.7	0.9	0.5
High School	23.6	11.6	28.1	16.4
Some College	22.5	38.7	25.0	34.9
College Graduate	49.5	48.0	46.0	48.2
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.2	10.7	14.2	1.2
Middle Atlantic	15.9	36.3	48.2	21.5
East North Central	30.3	24.8	15.1	13.9
West North Central	11.0	6.1	7.3	4.6
South Atlantic	7.5	7.9	5.9	11.6
East South Central	3.7	--	--	1.1
West South Central	5.9	9.0	--	6.2
Mountain	6.2	2.6	1.8	16.9
Pacific	14.3	2.6	7.5	23.0
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1986 CONSUMER PURCHASES

			------Skiing------	
	Total U.S. Households	Skate-boards	Cross-Country Skis	Downhill Skis
Age of User	%	%	%	%
Under 14	20.1	59.2	5.1	4.3
14 to 17	6.2	25.5	8.4	16.1
18 to 24	12.0	1.5	6.0	14.0
25 to 34	17.7	0.3	24.5	19.4
35 to 44	13.3	--	16.5	23.2
45 to 64	18.8	--	6.8	3.9
65 & Older	11.9	--	--	0.6
Multiple Ages Reported	--	13.5	32.7	18.5
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	88.1	40.5	54.3
Female	51.3	9.0	30.7	23.8
Household Use	--	2.9	28.8	21.9
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	31.9	18.7	12.9	6.2
$15,000 - $24,999	20.7	14.3	7.1	9.5
$25,000 - $34,999	17.8	21.3	34.2	19.4
$35,000 - $49,999	16.8	27.3	23.5	24.6
$50,000 & Over	12.8	18.4	22.3	40.3
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.6	7.3	--	4.3
High School	30.3	22.1	14.5	16.0
Some College	25.6	27.6	27.4	16.6
College Graduate	29.5	43.0	58.1	63.1
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	3.7	12.0	15.4
Middle Atlantic	15.9	9.8	20.8	16.2
East North Central	17.5	17.5	29.0	17.3
West North Central	7.5	4.1	2.1	3.6
South Atlantic	17.0	21.8	6.4	12.6
East South Central	6.4	2.8	--	0.2
West South Central	10.8	10.1	1.0	2.5
Mountain	5.4	7.0	10.9	14.8
Pacific	14.1	23.2	17.8	17.4
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1986 CONSUMER PURCHASES

	Soccer Balls	Tennis Rackets	Volley-balls
Age of User	%	%	%
Under 14	55.1	6.0	27.6
14 to 17	15.4	16.7	13.4
18 to 24	3.9	9.9	3.1
25 to 34	12.9	13.3	29.6
35 to 44	1.3	24.3	12.9
45 to 64	4.1	15.2	6.1
65 & Older	0.8	1.9	--
Multiple Ages Reported	6.5	12.7	7.3
Total	100.0	100.0	100.0
Sex of User			
Male	79.2	50.4	57.5
Female	18.0	34.3	32.6
Household Use	2.8	15.3	9.9
Total	100.0	100.0	100.0
Annual Household Income			
Under $15,000	12.4	12.1	19.8
$15,000 - $24,999	11.5	8.9	17.4
$25,000 - $34,999	33.5	16.3	17.3
$35,000 - $49,999	18.3	24.8	21.3
$50,000 & Over	24.3	37.9	24.2
Total	100.0	100.0	100.0
Education of Head of Household			
Less than High School	4.7	1.1	13.0
High School	24.4	7.6	23.0
Some College	30.2	21.9	24.7
College Graduate	40.7	69.4	39.3
Total	100.0	100.0	100.0
Geographic Region			
New England	7.7	6.3	2.3
Middle Atlantic	8.8	22.9	20.1
East North Central	25.1	11.1	18.2
West North Central	6.6	8.2	4.6
South Atlantic	12.0	19.0	10.1
East South Central	5.9	3.5	3.3
West South Central	8.5	9.7	14.4
Mountain	4.5	5.9	8.2
Pacific	20.9	13.4	18.8
Total	100.0	100.0	100.0

REGIONAL SHARES OF U.S. PURCHASES

The preceding section showed, for each product, the percentage sales breakdown by census region. The following tables present the same percentages in a different way. For each census region, the products are listed in order of percent of sales in that region.

The percentage of households in the region is also shown. Products whose percent of sales is greater than the percent of households have above average sales per capita in that region. This is typical of winter goods in the snowbelt. Likewise, products whose percent of sales is less than the percent of households, have below average sales per capita in that region.

REGIONAL SHARE OF U.S. PURCHASES

NEW ENGLAND	
Percent of U.S. Households	5.4%
Downhill Skis	15.4
Hockey Sticks	14.2
Cross-Country Skis	12.0
Figure Skates	10.7
Tents (1-2 Person)	10.7
Multi-Purpose Home Gyms	9.6
Soccer Shoes	9.6
Skiwear	8.8
Gym Shoes/Sneakers	8.1
Soccer Balls	7.7
Aerobic Shoes	6.9
Leotards/Body Suits	6.9
Rifles	6.9
Basketball Shoes	6.8
Stationary Exercise Bikes	6.8
Bathing Suits	6.7
Bicycles (10-12-15+ Speed)	6.7
Backpacks	6.6
Shotguns	6.4
Tennis Rackets	6.3
Treadmills	6.3
Workout/Fitness Shoes	6.3
Golf Balls	6.2
Jogging/Running Shoes	6.2
Folding Lockback Knives	6.1
Hand/Wrist/Ankle Weights	5.7
Hiking Shoes/Boots	5.7
Fishing Reels (Separate)	5.5
Rowing Machines	5.4
Basketballs	5.3
Rod-Reel Combinations	5.3
Golf Clubs	5.2
Sleeping Bags	5.1
Walking Shoes	5.1
Bowling Shoes	5.0
Warm-Up Suits	4.8
Sweat Pants	4.7
Tennis Clothing	4.7
Baseball Gloves/Mitts	4.5
Sweat Shirts/Tops	4.5
Lanterns (Battery)	4.0
Skateboards	3.7
Barbells/Weight Sets	3.6
Baseball/Softball Shoes	3.4
Lanterns (Gas/Propane)	3.3
Tents (3 Person or More)	3.0
Weight Benches	2.8
Tennis Shoes	2.7
Volleyballs	2.3
Archery Bows	1.7
Racquetball Racquets	1.2

MIDDLE ATLANTIC	
Percent of U.S. Households	15.9%
Hockey Sticks	48.2
Figure Skates	36.3
Bowling Shoes	27.9
Gym Shoes/Sneakers	25.8
Tennis Rackets	22.9
Racquetball Racquets	21.5
Cross-Country Skis	20.8
Tennis Clothing	20.7
Weight Benches	20.2
Sweat Pants	20.1
Volleyballs	20.1
Basketball Shoes	19.8
Sweat Shirts/Tops	19.6
Baseball/Softball Shoes	18.9
Soccer Shoes	18.7
Hiking Shoes/Boots	18.3
Rowing Machines	17.9
Warm-Up Suits	17.9
Bathing Suits	17.6
Baseball Gloves/Mitts	17.3
Multi-Purpose Home Gyms	17.3
Skiwear	17.2
Aerobic Shoes	16.9
Walking Shoes	16.3
Downhill Skis	16.2
Barbells/Weight Sets	16.0
Golf Clubs	15.9
Sleeping Bags	15.9
Rifles	15.7
Jogging/Running Shoes	15.5
Hand/Wrist/Ankle Weights	15.2
Workout/Fitness Shoes	14.8
Treadmills	14.4
Basketballs	14.0
Backpacks	13.8
Rod-Reel Combinations	13.8
Lanterns (Gas/Propane)	13.7
Leotards/Body Suits	13.7
Stationary Exercise Bikes	13.5
Archery Bows	13.3
Golf Balls	13.2
Bicycles (10-12-15+ Speed)	12.7
Fishing Reels (Separate)	12.7
Tents (3 Person or More)	12.7
Tennis Shoes	11.1
Skateboards	9.8
Lanterns (Battery)	9.7
Folding Lockback Knives	9.0
Shotguns	8.8
Soccer Balls	8.8
Tents (1-2 Person)	8.5

REGIONAL SHARE OF U.S. PURCHASES

EAST NORTH CENTRAL	
Percent of U.S. Households	17.5%
Golf Clubs	30.3
Cross-Country Skis	29.0
Soccer Balls	25.1
Figure Skates	24.8
Bowling Shoes	24.4
Folding Lockback Knives	22.6
Golf Balls	22.5
Basketball Shoes	21.3
Multi-Purpose Home Gyms	21.2
Tents (3 Person or More)	20.8
Basketballs	19.5
Gym Shoes/Sneakers	19.3
Hand/Wrist/Ankle Weights	19.3
Weight Benches	19.3
Stationary Exercise Bikes	18.7
Sweat Pants	18.4
Archery Bows	18.3
Volleyballs	18.2
Sweat Shirts/Tops	18.1
Leotards/Body Suits	17.9
Backpacks	17.6
Baseball/Softball Shoes	17.6
Skateboards	17.5
Workout/Fitness Shoes	17.5
Downhill Skis	17.3
Lanterns (Battery)	17.1
Tents (1-2 Person)	17.0
Rowing Machines	16.8
Soccer Shoes	16.6
Warm-Up Suits	16.3
Bicycles (10-12-15+ Speed)	16.2
Aerobic Shoes	15.7
Baseball Gloves/Mitts	15.5
Jogging/Running Shoes	15.5
Hockey Sticks	15.1
Bathing Suits	15.0
Walking Shoes	15.0
Rod-Reel Combinations	14.9
Fishing Reels (Separate)	14.8
Tennis Shoes	14.6
Hiking Shoes/Boots	14.4
Racquetball Racquets	13.9
Sleeping Bags	12.5
Shotguns	12.2
Skiwear	12.1
Tennis Clothing	12.1
Barbells/Weight Sets	11.9
Lanterns (Gas/Propane)	11.5
Rifles	11.4
Tennis Rackets	11.1
Treadmills	6.3

WEST NORTH CENTRAL	
Percent of U.S. Households	7.5%
Golf Clubs	11.6
Lanterns (Battery)	10.8
Baseball Gloves/Mitts	10.2
Tennis Shoes	9.8
Fishing Reels (Separate)	9.6
Sleeping Bags	9.3
Rifles	9.1
Tents (3 Person or More)	8.7
Golf Balls	8.2
Rod-Reel Combinations	8.2
Tennis Rackets	8.2
Sweat Shirts/Tops	8.0
Walking Shoes	7.7
Bowling Shoes	7.5
Hockey Sticks	7.3
Hand/Wrist/Ankle Weights	7.2
Lanterns (Gas/Propane)	7.1
Sweat Pants	7.0
Baseball/Softball Shoes	6.9
Folding Lockback Knives	6.9
Basketballs	6.7
Shotguns	6.6
Soccer Balls	6.6
Workout/Fitness Shoes	6.6
Rowing Machines	6.5
Jogging/Running Shoes	6.4
Bicycles (10-12-15+ Speed)	6.3
Figure Skates	6.1
Backpacks	6.0
Basketball Shoes	5.7
Hiking Shoes/Boots	5.6
Stationary Exercise Bikes	5.6
Bathing Suits	5.4
Warm-Up Suits	5.4
Gym Shoes/Sneakers	5.2
Leotards/Body Suits	5.2
Archery Bows	4.6
Racquetball Racquets	4.6
Soccer Shoes	4.6
Volleyballs	4.6
Treadmills	4.5
Skateboards	4.1
Tents (1-2 Person)	4.0
Aerobic Shoes	3.7
Downhill Skis	3.6
Multi-Purpose Home Gyms	3.5
Skiwear	3.5
Barbells/Weight Sets	3.4
Cross-Country Skis	2.1
Tennis Clothes	1.8
Weight Benches	1.1

REGIONAL SHARE OF U.S. PURCHASES

SOUTH ATLANTIC	
Percent of U.S. Households	17.0%
Skateboards	21.8
Barbells/Weight Sets	21.0
Bathing Suits	20.3
Shotguns	19.5
Tennis Rackets	19.0
Tennis Shoes	18.6
Rod-Reel Combinations	18.1
Warm-Up Suits	17.8
Golf Balls	17.5
Baseball Gloves/Mitts	16.8
Rowing Machines	16.8
Fishing Reels (Separate)	16.5
Skiwear	16.5
Basketballs	16.2
Tennis Clothing	16.2
Lanterns (Gas/Propane)	16.0
Hand/Wrist/Ankle Weights	15.7
Lanterns (Battery)	15.7
Treadmills	15.6
Backpacks	15.5
Sweat Pants	15.5
Walking Shoes	15.5
Workout/Fitness Shoes	15.4
Baseball/Softball Shoes	15.3
Aerobic Shoes	15.0
Bicycles (10-12-15+ Speed)	14.8
Basketball Shoes	14.7
Folding Lockback Knives	14.6
Sweat Shirts/Tops	14.5
Jogging/Running Shoes	14.1
Tents (1-2 Person)	13.7
Stationary Exercise Bikes	13.6
Weight Benches	13.6
Leotards/Body Suits	13.5
Gym Shoes/Sneakers	12.8
Downhill Skis	12.6
Hiking Shoes/Boots	12.6
Soccer Balls	12.0
Racquetball Racquets	11.6
Archery Bows	10.2
Volleyballs	10.1
Tents (3 Person or More)	9.5
Bowling Shoes	9.3
Rifles	8.9
Sleeping Bags	8.9
Soccer Shoes	8.5
Figure Skates	7.9
Golf Clubs	7.5
Multi-Purpose Home Gyms	7.4
Cross-Country Skis	6.4
Hockey Sticks	5.9

EAST SOUTH CENTRAL	
Percent of U.S. Households	6.4%
Shotguns	14.4
Archery Bows	13.6
Stationary Exercise Bikes	8.6
Rod-Reel Combinations	8.5
Rifles	8.3
Multi-Purpose Home Gyms	8.2
Treadmills	8.2
Folding Lockback Knives	8.0
Lanterns (Gas/Propane)	7.5
Tennis Clothing	7.2
Tents (1-2 Person)	7.1
Barbells/Weight Sets	7.0
Tennis Shoes	6.9
Sweat Shirts/Tops	6.5
Walking Shoes	6.5
Warm-Up Suits	6.5
Baseball/Softball Shoes	6.3
Fishing Reels (Separate)	6.3
Soccer Balls	5.9
Basketball Shoes	5.7
Gym Shoes/Sneakers	5.7
Aerobic Shoes	5.6
Sweat Pants	5.6
Weight Benches	5.4
Rowing Machines	5.3
Golf Balls	5.0
Jogging/Running Shoes	4.7
Sleeping Bags	4.7
Hand/Wrist/Ankle Weights	4.6
Bathing Suits	4.5
Workout/Fitness Shoes	4.4
Basketballs	4.0
Bicycles (10-12-15+ Speed)	3.8
Leotards/Body Suits	3.8
Soccer Shoes	3.8
Tents (3 Person or More)	3.8
Baseball Gloves/Mitts	3.7
Golf Clubs	3.7
Tennis Rackets	3.5
Volleyballs	3.3
Bowling Shoes	3.1
Backpacks	3.0
Lanterns (Battery)	2.9
Hiking Shoes/Boots	2.8
Skateboards	2.8
Skiwear	2.0
Racquetball Racquets	1.1
Downhill Skis	0.2
Cross-Country Skis	--
Figure Skates	--
Hockey Sticks	--

REGIONAL SHARE OF U.S. PURCHASES

WEST SOUTH CENTRAL	
Percent of U.S. Households	10.8%
Treadmills	20.3
Lanterns (Gas/Propane)	16.5
Rifles	15.0
Shotguns	14.8
Volleyballs	14.4
Fishing Reels (Separate)	14.2
Archery Bows	14.1
Warm-Up Suits	13.2
Tennis Shoes	13.1
Leotards/Body Suits	12.7
Hand/Wrist/Ankle Weights	12.6
Folding Lockback Knives	12.5
Bicycles (10-12-15+ Speed)	12.1
Basketballs	11.9
Lanterns (Battery)	11.7
Rod-Reel Combinations	11.7
Baseball/Softball Shoes	11.0
Workout/Fitness Shoes	11.0
Jogging/Running Shoes	10.9
Weight Benches	10.8
Baseball Gloves/Mitts	10.7
Aerobic Shoes	10.4
Barbells/Weight Sets	10.4
Hiking Shoes/Boots	10.4
Tennis Clothing	10.3
Bathing Suits	10.1
Skateboards	10.1
Tennis Rackets	9.7
Sweat Shirts/Tops	9.5
Walking Shoes	9.5
Tents (3 Person or More)	9.3
Basketball Shoes	9.0
Figure Skates	9.0
Soccer Shoes	9.0
Tents (1-2 Person)	9.0
Skiwear	8.7
Soccer Balls	8.5
Backpacks	8.4
Sweat Pants	8.4
Bowling Shoes	8.1
Stationary Exercise Bikes	7.2
Gym Shoes/Sneakers	6.7
Rowing Machines	6.4
Sleeping Bags	6.3
Racquetball Racquets	6.2
Golf Clubs	5.9
Golf Balls	5.6
Multi-Purpose Home Gyms	4.5
Downhill Skis	2.5
Cross-Country Skis	1.0
Hockey Sticks	--

MOUNTAIN	
Percent of U.S. Households	5.4%
Racquetball Racquets	16.9
Downhill Skis	14.8
Multi-Purpose Home Gyms	13.9
Treadmills	12.8
Rifles	12.0
Tents (3 Person or More)	11.0
Cross-Country Skis	10.9
Archery Bows	10.8
Leotards/Body Suits	9.9
Weight Benches	9.8
Hiking Shoes/Boots	9.4
Basketballs	8.3
Golf Balls	8.3
Volleyballs	8.2
Barbells/Weight Sets	8.1
Rowing Machines	8.1
Stationary Exercise Bikes	7.8
Sleeping Bags	7.7
Bicycles (10-12-15+ Speed)	7.6
Jogging/Running Shoes	7.4
Shotguns	7.4
Soccer Shoes	7.3
Lanterns (Battery)	7.2
Skateboards	7.0
Skiwear	6.9
Basketball Shoes	6.5
Bowling Shoes	6.5
Walking Shoes	6.4
Aerobic Shoes	6.3
Golf Clubs	6.2
Backpacks	6.0
Tennis Rackets	5.9
Tennis Shoes	5.9
Tennis Clothing	5.7
Hand/Wrist/Ankle Weights	5.6
Gym Shoes/Sneakers	5.4
Sweat Pants	5.4
Tents (1-2 Person)	5.4
Baseball/Softball Shoes	5.3
Lanterns (Gas/Propane)	4.5
Soccer Balls	4.5
Sweat Shirts/Tops	4.5
Workout/Fitness Shoes	4.5
Bathing Suits	4.4
Baseball Gloves/Mitts	4.0
Fishing Reels (Separate)	4.0
Folding Lockback Knives	3.8
Warm-Up Suits	3.7
Rod-Reel Combinations	3.4
Figure Skates	2.6
Hockey Sticks	1.8

REGIONAL SHARE OF U.S. PURCHASES

PACIFIC

Percent of U.S. Households	14.1%
Sleeping Bags	29.6
Tents (1-2 Person)	24.6
Skiwear	24.3
Skateboards	23.2
Backpacks	23.1
Racquetball Racquets	23.0
Soccer Shoes	21.9
Tennis Clothing	21.3
Tents (3 Person or More)	21.2
Lanterns (Battery)	20.9
Soccer Balls	20.9
Hiking Shoes/Boots	20.8
Lanterns (Gas/Propane)	19.9
Bicycles (10-12-15+ Speed)	19.8
Aerobic Shoes	19.5
Workout/Fitness Shoes	19.5
Jogging/Running Shoes	19.3
Volleyballs	18.8
Barbells/Weight Sets	18.6
Stationary Exercise Bikes	18.2
Walking Shoes	18.0
Cross-Country Skis	17.8
Downhill Skis	17.4
Baseball Gloves/Mitts	17.3
Tennis Shoes	17.3
Weight Benches	17.0
Rowing Machines	16.8
Folding Lockback Knives	16.5
Fishing Reels (Separate)	16.4
Leotards/Body Suits	16.4
Rod-Reel Combinations	16.1
Bathing Suits	16.0
Baseball/Softball Shoes	15.3
Sweat Pants	14.9
Sweat Shirts/Tops	14.8
Multi-Purpose Home Gyms	14.4
Warm-Up Suits	14.4
Golf Clubs	14.3
Basketballs	14.1
Hand/Wrist/Ankle Weights	14.1
Golf Balls	13.5
Archery Bows	13.4
Tennis Rackets	13.4
Rifles	12.7
Treadmills	11.6
Gym Shoes/Sneakers	11.0
Basketball Shoes	10.5
Shotguns	9.9
Bowling Shoes	8.2
Hockey Sticks	7.5
Figure Skates	2.6

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

An earlier section showed, for each product, the percentage sales breakdown by household income. The following tables present the same percentages in a different way. For each income group, the products are listed in order of percent of sales in that group.

The percentage of households in the group is also shown. Products whose percent of sales is greater than the percent of households have above average sales per capita in that group.

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

UNDER $15,000	
Percent of U.S. Households	31.9%
Archery Bows	26.1
Weight Benches	25.7
Lanterns (Gas/Propane)	25.6
Hiking Shoes/Boots	24.7
Multi-Purpose Home Gyms	23.1
Tents (1-2 Person)	23.1
Walking Shoes	21.9
Rod-Reel Combinations	21.8
Tents (3 Person or More)	21.5
Lanterns (Battery)	21.4
Treadmills	21.0
Sleeping Bags	20.5
Hand/Wrist/Ankle Weights	20.4
Basketballs	20.2
Rifles	20.2
Baseball Gloves/Mitts	20.0
Volleyballs	19.8
Folding Lockback Knives	19.1
Sweat Pants	18.9
Fishing Reels (Separate)	18.7
Skateboards	18.7
Shotguns	18.6
Tennis Shoes	18.5
Sweat Shirts/Tops	18.4
Leotards/Body Suits	17.8
Gym Shoes/Sneakers	17.7
Bicycles (10-12-15+ Speed)	17.6
Barbells/Weight Sets	17.3
Basketball Shoes	17.3
Rowing Machines	16.7
Workout/Fitness Shoes	16.7
Stationary Exercise Bikes	16.6
Warm-Up Suits	16.2
Aerobic Shoes	15.9
Bathing Suits	15.6
Bowling Shoes	15.6
Backpacks	15.2
Baseball/Softball Shoes	15.2
Jogging/Running Shoes	13.9
Cross-Country Skis	12.9
Skiwear	12.9
Soccer Balls	12.4
Tennis Rackets	12.1
Figure Skates	11.4
Racquetball Racquets	11.1
Golf Clubs	11.0
Golf Balls	10.8
Tennis Clothing	10.8
Soccer Shoes	8.6
Hockey Sticks	7.0
Downhill Skis	6.2

$15,000 - $24,999	
Percent of U.S. Households	20.7%
Tents (3 Person or More)	31.4
Lanterns (Gas/Propane)	27.5
Sleeping Bags	26.9
Folding Lockback Knives	21.7
Rod-Reel Combinations	21.4
Baseball/Softball Shoes	20.5
Lanterns (Battery)	19.9
Archery Bows	19.7
Walking Shoes	19.5
Rifles	19.1
Barbells/Weight Sets	18.6
Bowling Shoes	18.5
Fishing Reels (Separate)	18.3
Weight Benches	18.2
Gym Shoes/Sneakers	18.1
Hand/Wrist/Ankle Weights	18.0
Rowing Machines	17.9
Basketballs	17.6
Sweat Pants	17.5
Volleyballs	17.4
Hiking Shoes/Boots	17.3
Baseball Gloves/Mitts	17.2
Bathing Suits	17.0
Tennis Shoes	16.8
Jogging/Running Shoes	16.6
Sweat Shirts/Tops	16.4
Warm-Up Suits	16.4
Aerobic Shoes	15.7
Leotards/Body Suits	15.7
Workout/Fitness Shoes	15.7
Hockey Sticks	15.1
Bicycles (10-12-15+ Speed)	14.6
Shotguns	14.6
Basketball Shoes	14.5
Skateboards	14.3
Golf Clubs	14.2
Figure Skates	14.1
Golf Balls	14.0
Backpacks	13.9
Tents (1-2 Person)	13.5
Stationary Exercise Bikes	12.9
Soccer Balls	11.5
Multi-Purpose Home Gyms	11.3
Racquetball Racquets	10.2
Soccer Shoes	9.6
Downhill Skis	9.5
Treadmills	9.0
Tennis Rackets	8.9
Skiwear	8.5
Cross-Country Skis	7.1
Tennis Clothing	6.8

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

$25,000 - $34,999	
Percent of U.S. Households	17.8%
Cross-Country Skis	34.2
Soccer Balls	33.5
Bowling Shoes	29.5
Folding Lockback Knives	28.2
Rifles	25.9
Shotguns	25.4
Multi-Purpose Home Gyms	24.8
Racquetball Racquets	23.1
Gym Shoes/Sneakers	22.8
Tents (1-2 Person)	22.8
Aerobic Shoes	22.2
Basketballs	22.1
Archery Bows	21.6
Backpacks	21.3
Skateboards	21.3
Hiking Shoes/Boots	21.2
Sweat Shirts/Tops	21.0
Bicycles (10-12-15+ Speed)	20.9
Workout/Fitness Shoes	20.7
Golf Clubs	20.6
Baseball Gloves/Mitts	20.5
Baseball/Softball Shoes	20.5
Basketball Shoes	20.5
Leotards/Body Suits	20.4
Weight Benches	20.3
Sweat Pants	20.2
Bathing Suits	19.7
Sleeping Bags	19.6
Barbells/Weight Sets	19.5
Downhill Skis	19.4
Hockey Sticks	19.4
Jogging/Running Shoes	19.4
Fishing Reels (Separate)	19.3
Rod-Reel Combinations	19.2
Walking Shoes	19.2
Lanterns (Gas/Propane)	18.5
Hand/Wrist/Ankle Weights	18.1
Golf Balls	18.0
Warm-Up Suits	17.9
Tennis Shoes	17.7
Figure Skates	17.6
Volleyballs	17.3
Stationary Exercise Bikes	16.7
Tents (3 Person or More)	16.7
Tennis Rackets	16.3
Tennis Clothing	15.9
Soccer Shoes	15.2
Skiwear	15.0
Rowing Machines	14.6
Lanterns (Battery)	14.4
Treadmills	12.8

$35,000 - $49,999	
Percent of U.S. Households	16.8%
Hockey Sticks	34.6
Backpacks	32.5
Figure Skates	32.2
Basketball Shoes	30.8
Treadmills	29.8
Racquetball Racquets	29.3
Soccer Shoes	28.6
Stationary Exercise Bikes	28.4
Skiwear	28.1
Bowling Shoes	27.5
Skateboards	27.3
Baseball/Softball Shoes	27.2
Bicycles (10-12-15+ Speed)	26.2
Tennis Shoes	25.2
Baseball Gloves/Mitts	25.1
Tennis Rackets	24.8
Workout/Fitness Shoes	24.7
Downhill Skis	24.6
Rowing Machines	24.6
Golf Balls	24.5
Leotards/Body Suits	24.5
Barbells/Weight Sets	24.4
Aerobic Shoes	23.7
Tennis Clothes	23.7
Cross-Country Skis	23.5
Hand/Wrist/Ankle Weights	23.5
Jogging/Running Shoes	23.3
Tents (1-2 Person)	23.3
Bathing Suits	23.2
Warm-Up Suits	22.9
Basketballs	22.7
Sweat Shirts/Tops	22.7
Fishing Reels (Separate)	22.6
Archery Bows	22.2
Sweat Pants	22.1
Gym Shoes/Sneakers	21.6
Lanterns (Battery)	21.6
Golf Clubs	21.5
Volleyballs	21.3
Weight Benches	19.8
Lanterns (Gas/Propane)	19.6
Shotguns	19.2
Rod-Reel Combinations	19.1
Multi-Purpose Home Gyms	19.0
Folding Lockback Knives	18.9
Walking Shoes	18.9
Soccer Balls	18.3
Hiking Shoes/Boots	18.2
Tents (3 Person or More)	17.6
Rifles	15.7
Sleeping Bags	13.4

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

$50,000 & OVER

Percent of U.S. Households	12.8%
Tennis Clothing	42.8
Downhill Skis	40.3
Soccer Shoes	38.0
Tennis Rackets	37.9
Skiwear	35.5
Golf Balls	32.7
Golf Clubs	32.7
Treadmills	27.4
Jogging/Running Shoes	26.8
Warm-Up Suits	26.6
Racquetball Racquets	26.3
Rowing Machines	26.2
Stationary Exercise Bikes	25.4
Figure Skates	24.7
Bathing Suits	24.5
Soccer Balls	24.3
Volleyballs	24.2
Hockey Sticks	23.9
Lanterns (Battery)	22.7
Aerobic Shoes	22.5
Cross-Country Skis	22.3
Shotguns	22.2
Workout/Fitness Shoes	22.2
Multi-Purpose Home Gyms	21.8
Tennis Shoes	21.8
Leotards/Body Suits	21.6
Sweat Shirts/Tops	21.5
Sweat Pants	21.3
Fishing Reels (Separate)	21.1
Bicycles (10-12-15+ Speed)	20.7
Walking Shoes	20.5
Barbells/Weight Sets	20.2
Hand/Wrist/Ankle Weights	20.0
Gym Shoes/Sneakers	19.8
Sleeping Bags	19.6
Rifles	19.1
Hiking Shoes/Boots	18.6
Rod-Reel Combinations	18.5
Skateboards	18.4
Basketballs	17.4
Tents (1-2 Person)	17.3
Baseball Gloves/Mitts	17.2
Backpacks	17.1
Basketball Shoes	16.9
Baseball/Softball Shoes	16.6
Weight Benches	16.0
Tents (3 Person or More)	12.8
Folding Lockback Knives	12.1
Archery Bows	10.4
Bowling Shoes	8.9
Lanterns (Gas/Propane)	8.8

NSGA TRADE SHOWS SCHEDULE

1987	**40th NSGA Fall Market** September 17-19, 1987 (Thurs.-Sat.) Anaheim Convention Center Anaheim, California	**NSGA World Sports Expo '87** **60th NSGA International Convention & Show** October 8-10, 1987 (Thurs.-Sat.) McCormick Place Chicago, Illinois
1988	**41st NSGA Fall Market** September 15-17, 1988 (Thurs.-Sat.) Anaheim Convention Center Anaheim, California	**NSGA World Sports Expo '88** **61st NSGA International Convention & Show** **The Imprinted Sportswear Show** October 20-22, 1988 (Thurs.-Sat.) McCormick Place Chicago, Illinois
1989	**42nd NSGA Fall Market** October 19-21, 1989 (Thurs.-Sat.) Anaheim Convention Center Anaheim, California	**NSGA World Sports Expo '89** **62nd NSGA International Convention & Show** September 14-16, 1989 (Thurs.-Sat.) McCormick Place Chicago, Illinois

NSGA

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